MAY... ...1933

13/5

There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper, *and the people who consider price only are this man's lawful prey.*

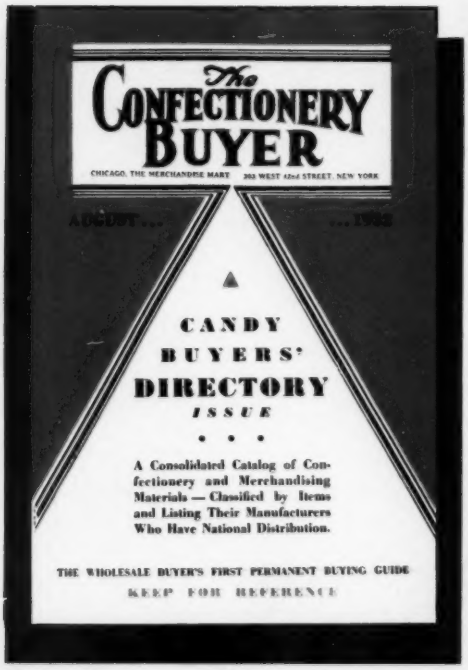
—Ruskin

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The MANUFACTURING CONFECTIONER

YOU Will Be In The 2nd Annual Candy Buyers' RED BOOK



Arranged to bring manufacturers and buyers together at a moment's demand!

But our listings of your company's name under the various types of confections can not complete your story *unless* you do the job with your own Advertising Message!

MORE than 8,000 selected wholesale, chain store, and large retail candy buyers will receive the Second Annual Edition of the CANDY BUYERS' DIRECTORY—the RED BOOK of the candy trade. Coming out again as the Directory Edition of THE CONFECTIONERY BUYER in August. . . . Primed to repeat its amazing success of last year among the leading candy buyers of the nation. Thousands have acclaimed it their standard reference catalog.

The RED BOOK will contain listings of all types of products purchased by wholesale buyers of confections, grouped under general classifications, listing names of manufacturers who sell at wholesale nationally or sectionally beyond a single state.

Your company's name, together with its distributing points and territories served, will appear under the heading of each class of merchandise you make—along with names of other manufacturers producing the same goods. Listings will be made without charge.

But what an opportunity to "tie in" with the listings of your firm! Plan now to tell your own story about your complete line in the advertising sections of the RED BOOK.

The CONFECTIONERY BUYER

DIVISION OF THE MANUFACTURING CONFECTIONER PUBLISHING CO.
1140 MERCHANDISE MART, CHICAGO

CCA

The Industry's only publication with an AUDITED Wholesaler CIRCULATION—Member of Controlled Circulation Audit Bureau.

The MANUFACTURING CONFECTIONER

Vol. XIII MAY, 1933 No. 5

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ARE YOU ALWAYS SURE
what coating is best for each center?

It's our business to know

DO you know the best coating for a peppermint cream center, a fruit flavored cream fondant, a butter cream, whipped cream drop, or coconut cream fondant? Surely you wouldn't use the same coating for all.

The question of the best coating for each type of center is most important. It is the sort of question we are often asked, and typical of the reliance placed on Baker Technical Service ($\frac{BTS}{150}$) by large and small confectioners.

Most of the chocolate problems of the trade come to us eventually. They are handled by $\frac{BTS}{150}$ individually for it is the business of this service to understand confectioners' problems, to keep abreast of taste trends and new developments, to help create new ideas and pieces, and to advise on costs, coverage, yield, etc. Such experience means, among other things, the ability to manufacture chocolate liquors and coatings to meet all requirements.

For instance, MYNOT and BRUNSWICK are two distinct Bitter Sweet developments. MYNOT is a very dark, full-flavored Bitter Sweet for thin to medium-thin enrober dipping of quality pieces. BRUNSWICK is lighter in color, of mild flavor and full aroma, with excellent stringing and decorating properties—a Bitter Sweet designed for enrober dipping above medium average.

The proper selection of Bitter Sweet coatings depends on many factors. We will be glad to send you a sample of the coating best suited to any piece you are making or planning to produce. Do not hesitate to use Baker Technical Service freely.

BTS 150

WALTER BAKER & CO., INC.

DORCHESTER, MASS. • CHICAGO: 208 W. WASHINGTON ST. • MONTREAL, CANADA • PACIFIC COAST: MILLIARD & SCHMIEDELL

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The Manufacturing Confectioner's Approved Advertising of

Confectioners' Machinery and Supplies

and Miscellaneous Advertising Directed to Manufacturing Confectioners

POLICY: THE MANUFACTURING CONFECTIONER *is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of* THE MANUFACTURING CONFECTIONER *are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.*

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER *are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.*

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ESSENTIAL OILS

for

CONFECTIONERS

OIL ANISE OIL LEMON

OIL ORANGE

OIL CASSIA

OIL PEPPERMINT

OIL LIMES DISTILLED

OIL LIMES EXPRESSED

Highest Quality Reasonably Priced

Ask Us for Samples

UNGERER & CO.

13-15 West 20th Street

NEW YORK



Easily and Quickly Made—with INVERPECTOSE

Summer-time candies at their best. Prolonged freshness *at the point of sale.* Consider these things *now* and you will surely welcome INVERPECTOSE as the solution to your hot weather candy merchandising problems. For here is a proved basic ingredient which insures the things you want: ● Refreshing candies that sell on sight, and that are immune from climate or weather changes . . . ● That adds distinction to your caramel line and gives you a *merchandising advantage* over competition . . . ● That provides an ICING that seals the goodness IN, and keeps atmospheric deterioration OUT.

Iced Caramels pictured above represent only one of many delicious summer-time confections that your use of INVERPECTOSE will make possible. Without delay or obligation we shall be glad to send full particulars and formulas upon request.

WHITE-STOKES COMPANY, INC.

3615-23 Jasper Place, Chicago, Illinois

BRANCHES: BROOKLYN, N. Y. - ANAHEIM, CAL.



WHITE-STOKES COMPANY, INC.
3615-23 Jasper Place, Chicago

Send formulas and full particulars regarding INVERPECTOSE in making Iced Caramels and other Summer-time confections.

Name.....

Firm.....

Address.....

City..... *State*.....

TRUE FRUIT EXTRACTS

STRAWBERRY
RASPBERRY
CHERRY
PEACH
PINEAPPLE
BLACKBERRY
CURRANT
APRICOT
LOGANBERRY



NATURE'S OWN UNRIVALLED FLAVORS READY TO ADD THEIR POWERFUL APPEAL TO YOUR CANDIES..

IT IS generally recognized that flavor is of vital importance in determining a consumer's opinion of your candies. Can you afford to use any other flavor in your candies when these True Fruit Extracts are available?

Let us send you samples and prices of our True Fruit Extracts and Concentrated True Fruit Extracts so that you can fully try their possibilities in your candies.

BLANKE-BAER EXTRACT & PRESERVING COMPANY

3224 SOUTH KINGSHIGHWAY

ST. LOUIS . . . . . MISSOURI

CLINTON CORN SYRUP CORN STARCHES CORN SUGAR REFINED

CORN SYRUP, UNMIXED

PART IV

The actual ratio of sugars to dextrins is probably rather immaterial for most classes of candy but in some confections a lower conversion with more of the heavy, viscous dextrins seems desirable. For Gum and Marshmallow work the higher conversion (Clinton Special Sweet) with more sugars and less dextrins appears to give a superior product both as first made and more especially as regards "Shelf Life". The Special Sweet or S. S. Syrup also works satisfactorily in all classes of confections. The "Regular" corn syrup of medium sugar to dextrin ratio is the more often used because it is an all-around product and one that is familiar to all candy men.

USE CLINTON CORN SYRUP FOR IDEAL RESULTS.

LOW CONVERSION REGULAR SPECIAL SWEET

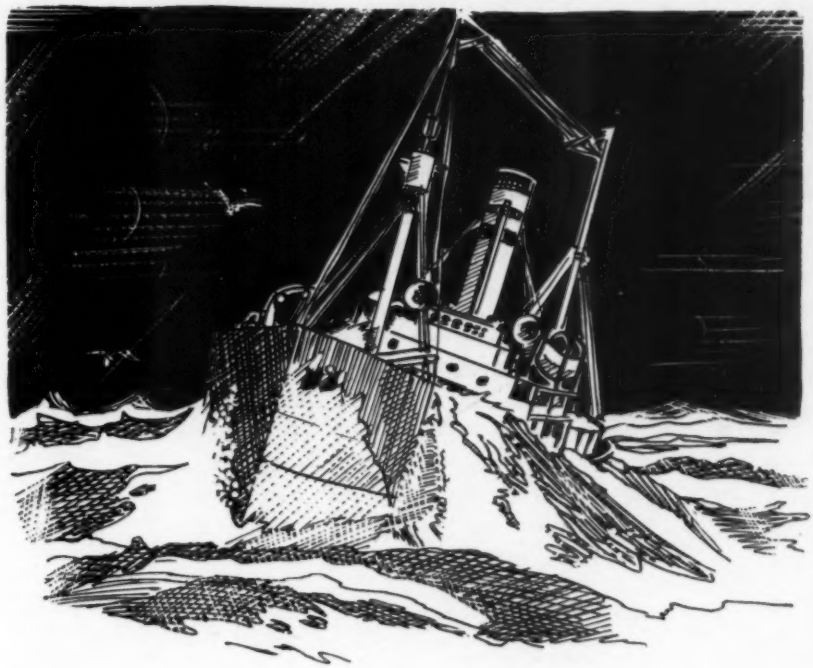
Manufactured By

CLINTON CORN SYRUP REFINING COMPANY

CLINTON, IOWA

FALSE ECONOMY *sunk* THIS SHIP

Sub-Standard Construction to Save a Little in First Cost Lost the Entire Investment . . .



IT CAN AS EASILY SINK YOUR SALES PROGRAM

The difference in cost between a good flavor and a poor or mediocre one can scarcely be calculated in a pound of candy. A saving of a fraction of a cent in flavor can easily spoil a dollar package.

FRITZBRO flavors embody the results of sixty years of progressive study and research in this field. Each is particularly designed for a particular purpose. It is as important to select the ***proper*** flavor for your particular conditions as it is to buy a ***good*** one. Given conditions which you have to meet we can draw on our experience and select from our extensive line the flavor which will produce the best rsults, or if necessary create a new one.

The entire confectionery field is covered. FRITZBRO flavors are successfully used in hard candies, gums, jellies, fondants, etc., from the very highest down to the cheapest grades. All are of the modern type in full keeping with the present-day preference for true to nature flavor types.

Lay Your Flavor Problems Freely Before Us

Complete Catalog on Request

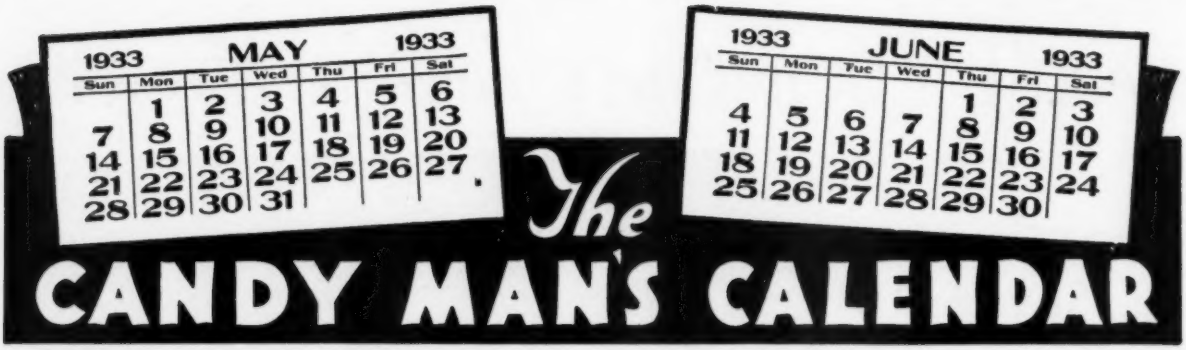
FRITZSCHE BROTHERS, Inc.

A FLAVOR FOR EVERY PURPOSE

Fritzsche Brothers of Canada, Ltd.
77-79 Jarvis St., Toronto

78-84 BEEKMAN ST.
NEW YORK

118 WEST OHIO ST.
CHICAGO



May

5th Month

31 days { 4 Sundays, 4 Saturdays

Day of Month	Day of Week	EVENTS
1	M	Monthly meeting the Candy Production Club of Chicago, Chicago, Ill.
2	Tu	.....
3	W	Weekly meeting Colorado Confectioners' Assn., Oxford Hotel, Denver (each Wednesday).—Monthly meeting Retail Confectioners' Assn. of Philadelphia, Inc., Elks Hotel, Philadelphia.
4	Th	Monthly meeting Cincinnati Candy Jobbers' Assn., Grant Hotel, Cincinnati.—Monthly meeting Westchester Candy Jobbers' Assn., Yonkers, N. Y.
5	Fr	Weekly meeting Utah Manufacturers' Assn., Salt Lake City Chamber of Commerce, Salt Lake City, Utah (each Friday noon).—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.
6	Sa	.....
7	S	.....
8	M	.....
9	Tu	Monthly meeting Confectioners' Buying Assn., 17 E. Austin, Chicago.—Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago, Ill.
10	W	Annual meeting of New England Manufacturing Confectioners' Assn., Boston, Mass.
11	Th	Monthly meeting Board of Governors meeting New York Candy Club, Inc., Hotel McAlpin, New York City.
12	Fr	Orders for Christmas wrappers, bands and boxes should be in box makers' hands.
13	Sa	.....
14	S	Mothers' Day. Make them happy with candy.
15	M	15 to 18, American Management Association, Palmer House, Chicago, Ill.
16	Tu	Monthly meeting Confectionery Salesmen's Club of Philadelphia, Inc., Progress Club, Philadelphia.
17	W	.....
18	Th	Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.—Regular monthly meeting New York Candy Club, Inc., Hotel McAlpin, New York City.
19	Fr	N. C. A. Convention begins just one month from today. Have you made your reservations?
20	Sa	.....
21	S	.....
22	M	Monthly meeting Candy Executives' and Asstd. Industries Club, St. George Hotel, Brooklyn.
23	Tu	Monthly meeting Candy Square Club of New York City, Inc., Hotel McAlpin, New York City.
24	W	Vacations are coming; now's the time to plan them.
25	Th	Monthly meeting Assn. of Mfg. of Conf. and Choc. of State of New York, Pennsylvania Hotel, New York City.—25 to 27, annual meeting American Institute of Chemists, New York City.
26	Fr	.....
27	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Pa.
28	S	.....
29	M	Have you planned your fall numbers?
30	Tu	Decoration Day.
31	W	.....

June

6th Month

30 days { 4 Saturdays, 4 Sundays

Day of Month	Day of Week	EVENTS
1	Th	Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati, Ohio.—Monthly meeting Westchester Candy Jobbers' Assoc., Yonkers, N. Y.
2	Fr	Weekly meeting Utah Manufacturers' Assn., Salt Lake City Chamber of Commerce, Salt Lake City (each Friday noon).—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.
3	Sa	.....
4	S	.....
5	M	Monthly meeting The Candy Production Club of Chicago, Chicago, Ill.
6	Tu	.....
7	W	Weekly meeting Colorado Confectioners' Assn., Oxford Hotel, Denver (each Wednesday).
8	Th	Monthly meeting Board of Governors of the New York Candy Club, Inc., Hotel McAlpin, New York City.
9	Fr	It's time to plan your fall deals.
10	Sa	.....
11	S	.....
12	M	Christmas samples should be ready for jobbers for future orders.
13	Tu	Monthly meeting Confectioners' Buying Assn., Inc., 17 E. Austin Ave., Chicago, Ill.—Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago, Ill.
14	W	Flag Day.
15	Th	Regular monthly meeting New York Candy Club, Inc., Hotel McAlpin, New York City, N. Y.
16	Fr	.....
17	Sa	Children's Day—Nothing will please them more than candy.
18	S	Father's Day.
19	M	Annual Convention Associated Retail Confectioners of U. S. Week of June 19th, Edgewater Beach Hotel, Chicago, Ill.—Annual National Confectioners' Association convention, Hotel Sherman, Chicago, Ill.
20	Tu	Monthly meeting Confectionery Salesmen's Club of Philadelphia, Inc., Progress Club, Philadelphia, Pa.
21	W	.....
22	Th	Monthly meetnig Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah—First day of summer.
23	Fr	Fall holidays are especially good ones for moulded goods business. Get busy on them.
24	Sa	Monthly meeting The Pittsburgh Candy Club, Pittsburgh, Pa.
25	S	.....
26	M	Monthly meeting Candy Executives and Associated Industries' Club, St. George Hotel, Brooklyn, N. Y.
27	Tu	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.
28	W	Detroit Jobbing Conf. Assn. have their annual picnic, Tashmoo Park, Detroit, Mich.
29	Th	Monthly meeting Assoc. of Mfg. of Confr. & Choc. of State of New York, Penaylvania Hotel, New York City.
30	Fr	.....



Exchange BRAND

CITRIC ACID U·S·P

(CRYSTALS—GRANULAR—POWDERED)

Is Made from American Lemons

by the Exchange Lemon Products Company of Corona, California. Backed by the Sunkist group of 13,200 citrus growers—largest in the world. Immediate shipments from warehouse stocks in New York, Chicago, Philadelphia and St. Louis. For prices on kegs, barrels or carloads, consult any of the following distributors:

DISTRIBUTED EAST OF THE ROCKIES BY

Mallinckrodt CHEMICAL WORKS
St. Louis, Philadelphia, New York, Chicago

J. T. BAKER CHEMICAL COMPANY,
Phillipsburg, New Jersey

DODGE & OLCOTT COMPANY
180 Varick Street, New York

NEW YORK QUININE & CHEMICAL WORKS
101 North 11th Street, Brooklyn, New York

SWANN CHEMICAL COMPANY,
Birmingham, Alabama

THE HARSHAW CHEMICAL COMPANY,
Cleveland, Ohio

PACIFIC COAST SERVED BY

Products Dept.—CALIFORNIA FRUIT GROWERS EXCHANGE—Ontario, Calif.

PRICES WERE N
NOW'S THE T

FOR SALE - PIECEMEAL - IMMEDIATE DELIVERY - SU

at lowest prices in history, all the machinery and equipment of the modern factory formerly operated by

E. GREENFIELD'S SONS
and OTHER RECENT LIQUIDATIONS

Directly from the floors of the factory for immediate removal. This machinery is in excellent condition.

Write or Wire Collect for Our New Low Prices

UNION Rebuilt Candy Machinery

F. B. WASHBURN CO.

154 Court Street Brockton, Mass.

1—National Equipment continuous cooker.

2—Racine Sucker Machines, late type with cooling tables and large variety of rollers.

1—Werner Ball Machine.

1—Hildreth Double arm Pulling Machine.

1—Model K Kiss Machine.

2—National Equipment Double Action Nougat Kettles—tilting type.

2—Burkhard Jap Cocoanut Kettles.

2—Burkhard 50-gal. Cooking Kettles.

2—Burkhard 30-gal. Cooking Kettles.

2—Lambert 2-bag Peanut Roasters.

1—Peanut Blancher.

1—Peanut Butter Mill.

4—Heilman Bonbon Machines.

1—Late style Package Machinery Foil Bar Wrapper, Model GH, very adjustable for all uneven shaped bars.

2—Mills Cocoanut graters.

1—National Equipment Wood Mogul.

1—National Equipment Marshmallow Beater.

1—Werner Double Action Beater.

1—Werner Syrup Cooler and Cream Beater.

3000 Starch trays with starch.

3—Savage Model S Fire Mixers.

1—Racine Caramel Cutter.

1—Mills Reversible Sizer.

1—Frick 8x8 ice machine with all attachments complete.

CHOCOLATE DEPT.

12—National Equipment Enrobers, bottoming attachments, automatic feeding and delivery systems, 16"-24".
4—Strokers and Decorators.
2—Carrier Dehumidifiers.
6—2,000-lb. capacity National Chocolate Melters.
8—1,000-lb. capacity National Chocolate Kettles.
4—500-lb. capacity National Chocolate Kettles.
3—300-lb. capacity National Chocolate Kettles.
1—Walters Basket Machine.
6—2-pot Electric Chocolate Dipping Tables.
1—Forgrove Foil Wrapping Machine, with motor.
10—Smith Scales.

CREAM AND MARSHMALLOW DEPARTMENT

2—Springfield 1,000-lb. Syrup Coolers with Cream Beaters, Kettles and Pumps.
2—5-ft. Ball Cream Beaters.
2—5-ft. Dayton Cream Beaters.
2—50-gal. Springfield E. B. Cream Remelters.
2—Springfield 50-gal. Marshmallow Beaters.
2—Savage 110-gal. Marshmallow Beaters.

WRITE OR WIRE, OUR EX

UNION CONFECTIONERY M

CABLE ADDRESS CON

NEVER LOWER, SO TIME TO BUY!

SURPRISINGLY LOW PRICES - LIBERAL TERMS

MOULDING MACHINERY

1—Huhn Starch Conditioning Machine with Allis Chalmers Starch Cleaner, and conveyors, etc.
2—Steel Mogul Machines, fully automatic.
5—Steel Mogul Pumps, 8 to 80 outlets.
3—Wood Moguls, Type A.
12—Wood Mogul Pumps, 10 to 80 outlets.
1—National Automatic Cherry Dropper.
15,000 Starch Trays with starch.
100 Plaster and Aluminum Mould Boards.
3—Merrow Cut Roll Machines.
1—Friend Dreadnaught Machine.
1—Werner Combination Printer and Depositor.
2—Springfield No. 2 Depositors.
1—Racine Depositor.
1—Springfield Simplex Starch Buck.
2—Hand Printers.
6—Colseth Starch Board Trucks.
2—Gyrator Sifters.

SOLID CHOCOLATE DEPARTMENT

VALUMET CHOCOLATE CO.

WHITE PLAINS, N. Y.

4—Sirocco Cocoa Bean Roasters, complete with full equipment.
2—Bausman Liquor Mills, Double Disc.
5—1000-lb. and 2000-lb. Chocolate Melters.
3—Petzholdt Conges.
1—Springfield Chocolate Bar Depositor with Springfield Shaking Table and Tempering Machine.
1—Lehman Cocoa Butter Press.
1—Lehman Cracker and Fanner.
1—Lehman 6-ft. Melanguer.
1—Baker 7-ft. Melanguer.
1—Burns Cocoa Bean Cleaner.
4—3-Roll and 5-Roll Refiners.
1—10-lb. Chocolate Weighing Machine.
1—Milk Plow Machine, 6-ft.
1—Ferguson-Haas Bar Wrapper.

BADGER CANDY CO.

502 No. Plankington Avenue, Milwaukee, Wis.

1—Package Machinery Company Sucker Wrapping Machine, late style.
2—Racine Model M Die Pop Machines, with cool-drums, golf ball and football dies.
2—Racine Automatic Sucker Machines, late design, with 24-ft. conveying tables, duplex, dumbbell continuous cutting and sucker rolls.
2—Ideal Caramel Cutters and Wrappers, ¾" and 1" sizes.
1—Model K Kiss Wrapper.
1—Simplex Gas Cooker.
Burkhard Vacuum Pan, Batch Rollers, Ball Machines, Pulling Machines, Brach Cutter, Cooling Slabs.
1—Package Machinery Company Stick Wrapping Machine.
1—Hohberger Continuous Cutter, complete.
1—Racine Snow Plow Cream Beater, 5-ft.
Wood Mogul, Enrober and Stringer, Cream Beaters, Marshmallow Beaters, Cream Breakers, Gum Kettles, Nougat Cutters, Caramel Cutters, Depositors, Starch Buck, Chocolate Kettles, Starch Trays, etc.

HARD CANDY MACH'RY

1—Springfield Continuous Cooker.
1—Simplex Steam Vacuum Cooker.
1—Burkhard Vacuum with kettle and pump.
1—Werner fully automatic Ball Machine.
1—Werner Semi-Automatic Ball Machine.
1—Racine Duplex Automatic Sucker Machine with conveyor and blower, also continuous cutting rollers.
2—Hildreth size 3, Pulling Machines.
3—Continuous Cutters, Brach, Racine, Hohberger.
5—York Batch Rollers, motor-driven.
12—Water-Cooled Tables, 3' x 6' and 3' x 8', 4' x 10".
1—Forgrove Hard Candy Wrapping Machines, (with twist ends), motor-driven.
1—Kiss Machine, Model K.
3—Mills Drop Machines with Rollers, 4" x 7", 6" x 8".

STEAM KETTLES

30—Steam-Jacketed Mixing Kettles, 25 to 250-gal capacity, with and without mixers.

CARAMEL AND NOUGAT MACHINERY

10—Ideal Caramel Cutters and Wrappers, ¾", ⅞", 1", ¾"x1½" sizes.
2—50-gal. double-action, Mixing, three-speed tilting-jacketed Kettles, Springfield.
3—50-gal. single-action, Mixing, tilting-jacketed Kettles, Springfield.
3—White Caramel Cutters.
2—Mills Reversible Sizing Machines.
1—National Equipment Automatic Nougat Cutter.
2—Racine Nougat Cutters.
8—Burkhard Jap Mixing Kettles
4—Mills 15" Jap Cutters

GUM, CRYSTAL AND PAN DEPARTMENT

3—250-gal. Burkhard Gum Mixers.
1—Baltimore Sugar Sander.
1—Crystalizing Unit with baskets and pans, complete.
1—300-gal. Steam-Jacketed Crystalizing Tank.
15—Burkhard 38" Revolving Pans with and without coils.
10—Syrup Kettles, 10- to 25-gal. capacity.

EXPENSE TO-DAY

MACHINERY CO., Inc.

318-322 LAFAYETTE ST.
NEW YORK CITY

CONFECMACH

Now it's all Clarified!

New Exchange Brand Oil of Lemon makes a clear-yellow, cloudless solution in alcohol



EVERY lot of Exchange Brand Oil of Lemon you buy today embodies the most important improvement made in lemon oil during the twentieth century!

All the insoluble substances that cause muddiness are now removed by the exclusive Exchange process.

You simply add alcohol and get immediately an absolutely clear extract for use in your product. No settling. No filtration. No cloud. No sediment. No waste!

Finer Color, Flavor, Aroma

Due to the application of Exchange standards of production control to rich California lemons, Exchange Brand Oil of Lemon has been notable for its fine flavor, color and aroma. Now these qualities are further improved.

It is uniform in performance. Stable in your finished product.

Make Your Own Test

On the basis of results alone, compare Exchange Brand Oil of Lemon with any or all others. Then compare the price and figure your saving.

Order a supply now, and make this test. Start at once to get better results at lower cost.

QUICK FACTS

1. **Flavor** that suggests a freshly-cut lemon
2. Finer **Aroma**
3. Deep natural **Color**
4. **Stable** in your finished product
5. **Uniform Performance**
6. **Lower Cost** per unit of flavor

AND NOW...

7. **CLARIFIED.** No sediment. No cloud. No **filtration.** No waste.

Sold to the American market exclusively by

FRITZSCHE BROTHERS, Inc.
78-84 Beekman Street, New York City

DODGE & OLCOTT COMPANY
180 Varick Street, New York City

Distributors for

CALIFORNIA FRUIT GROWERS EXCHANGE
Products Department, Ontario, California

Producing Plant: EXCHANGE LEMON PRODUCTS CO., Corona, Calif.

Exchange

OIL OF LEMON

Copr., 1933, Products Department, California Fruit Growers Exchange



Photo Courtesy Walter A. Johnson Candy Co., Chicago

THIS COUPON WILL BRING YOU SAMPLES

Minnesota Mining & Mfg. Co.
Saint Paul, Minnesota

Please send sample roll of Scotch Cellulose Tape, prices and further information.

Pat. No. 1760820, No. 1856986, No. 1814132, No. 1895978.

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M. C. 4-33



Editorial

Government Regulation Ahead?

ORGANIZED business and the government are at the point of getting together in a stupendous program to rebuild prices and purchasing power. Regulation of industry to advance economic recovery is definitely upon the horizon. A state of national economic emergency is being recognized by government and business alike and drastic measures are soon to be taken. Only the methods and courses of procedure are to be ironed out; that is, the settling of the question as to whether we shall have arbitrary governmental regulation of industry, as provided in the Black-Connery-Perkins proposals in Congress, or self-regulation by the industries themselves. In either case, now is the time for the confectionery industry to put its own house in order lest the government or a national industrial board steps in and does the job for it. The approaching convention of the National Confectioners' Association in June offers the opportunity for moving in that direction.

Recent developments in Washington have a decided significance to this industry and its trade association. During the recent annual meeting of the Chamber of Commerce of the United States and the concurrent meeting of the National Association of Manufacturers in Washington, the President and his cabinet members discussed plans centering around relaxing anti-trust laws, creating an Industrial Board, and encouraging self-regulation by industry.

Temporary suspension of anti-trust laws was proposed by the President if business would undertake the task of self-regulation in a spirit of unselfishness so that consumers would not suffer and the wage level for labor would be raised. Work has been started on a new bill embodying a broad plan to establish a Federal Board or Council which would function in cooperation with trade associations so that proposals for hours of labor, minimum wages, and unfair competition might be correlated in a comprehensive scheme to restore order to the industrial world.

This board would function primarily by aiding industries, through their trade associations, to solve their own problems. It would have the authority also to step in with regulatory powers to prevent "cut-throat" competition in cases where prices were run down below cost of production or where wages were cut below a decent standard to obtain an unfair advantage in trade. The board would have the power to approve agreements reached by trade associations with respect to minimum prices, minimum wages, curtailment of production, and other factors affecting the stability of the industry. Such agreements, heretofore in violation of the anti-trust laws, would be exempted from the operation of these laws upon approval by the board.

Should a minority group refuse to adopt or apply such minimum standards in the hope that they may obtain a trade advantage, the industrial board might be empowered to enforce them by legal action through the Department of Justice.

In the new bill the anti-trust laws would be suspended only so far as trade agreements approved by the board are concerned. These laws would continue in full force in all matters outside the scope of these agreements, as a protection against monopoly and price fixing to the detriment of the public.

Members of the National Confectioners'

Association attending the Chicago convention will have their opportunity to make a positive start toward the determination of trade practices and standards of fair conduct which will check the present downward spiral of prices and wages through demoralizing competition. Furthermore, the association should select its incoming executive committee with the greatest of forethought, because if the government goes ahead with its plan of regulation through trade associations, the N. C. A. Executive Committee will unquestionably have more power and far-reaching influence than ever before in the history of this industry. Now is the time to prepare!

Reading for Profit

SOME subscribers read their business papers faithfully from cover to cover; some confine their reading to the editorial pages; others scan the advertisements and let it go at that. And then, sad to relate, there are still a few who read their magazines not at all.

Oftentimes a subscriber does not take the time to read his business papers as thoroughly as he would like to. Such a subscriber should at least glance over the editorial high spots and partake of those portions which are of importance to him.

More and more, advertisers are becoming aware of the fact that they must make their advertising copy "meaty" in character in order to attract the desired audience. These advertisers are specialists in their various lines and what they say about a product is invariably based upon long study, analysis and continual improvement of that product. An added virtue is that the advertiser's remarks must be brief and to the point. For that reason, even those subscribers whose time is at considerable premium, can, in a minimum of time, absorb much worthwhile information by looking over and reading the advertisements appearing in their business publications. Certainly this would enable them to keep well abreast of the important new developments continually appearing within their industry.

While on the subject, take this issue of The MANUFACTURING CONFECTIONER and faithfully read what each advertiser has to say about his product. Read the advertising copy with the idea of learning things about these products you didn't know before. By the time you've reached the back cover, you will realize how many interesting and even valuable ideas you have picked up in the short time required for this perusal.

We have always considered the advertising pages of The MANUFACTURING CONFECTIONER a part of the literature of the industry. That is why we devote the entire issue to your problems exclusively, the problems of the manufacturing branch of the confectionery industry.

Is It Becoming Everybody's Day?

SWEETLY sentimental are the lovely thoughts to be found engraved upon those greeting cards now being sold to commemorate Mother's Day. These cards likewise suggest a growing tendency which might conceivably bring about the degeneration of one of our most cherished holidays, for no longer is Mother to be regarded as the sole and exclusive recipient of our annual blessing. There are cards, for example, exuberant with loving thoughts for Aunty Dear on Mother's Day, to Father, on Mother's Day, to Brothers and Sisters on Mother's Day, and so on. In other words, if the professional purveyors of sentimental slush have it their way, Mother's Day will soon become a free-for-all, with every member of the family vying with Mother for the honors. It is plain to see that, if continued, Mother's Day will soon lose its tender and inspiring significance.

And being of a mercenary mind, we cannot help but think of all that nice candy business so carefully built up around this dearest of anniversaries, and sadly contemplate its falling off to a fraction of its former volume.

. . SUGAR . .



Part 5—The "Candy Test" and "Caramelization Test"

By A. B. KENNEDY

"SCIENCE should include all the careful and critical knowledge we have about everything of which we can come to know something." The foregoing sentence is taken from James Harvey Robinson's "The Humanizing of Knowledge." Very few people are, or ever become scientists; but we can all be observant.

The data and limited discussion subsequently presented are the result of consideration of the many facts and factors responsible for the discriminatory selection of one particular brand, lot, or grade of commercial sucrose or refined sugar, derived from either the sugar cane or the sugar beet. Much data has been marshalled, of which only a part is herein presented. Superior merit, for data presented, is not implied.

That certain "Sugar Traditions" and "Sugar Heresies" still persist in influencing the sugar user, is well known. A discussion of the origin of these is not here warranted. At the time they sprang into existence some extenuation for their being may have existed.

Because the refined sugars of today are all of very high grade as compared to the sugars of an earlier period, close discrimination is possible only when the effect of the small quantity of associated impurities is measured. The important rôle of these impurities, whether it be hero or villain, may be made plain by a discussion of the impurities of substances other than sugar: the discoloration of vinegar due to traces of iron salts which react with the tannins to form objectionable colored compounds (ink); the final identification and clue to method of manufacture of a poison gas during the World War, by isolating a substance, present as an impurity; the effect of the mineral salts in water used in the brewing and fermentation industries (the importance of water quality in *all* processes is better appreciated now than ever before). The examples cited should serve to show the necessity of knowing the "nature of things."

Table I

Sugar Boiling Data

Sugar %	Water %	Temperature Fahr.°	Temperature Cent.°	Av. Temp. Change Fahr.° Per % Sugar Increase
0	100	212.0	100.0	....
10	90	212.2	100.1	0.02
20	80	212.5	100.2	0.03
30	70	213.0	100.5	0.05
40	60	214.0	101.1	0.10
50	50	215.5	101.9	0.15
60	40	217.6	103.1	0.21
65	35	219.0	104.1	0.28
70	30	221.6	105.3	0.52
75	25	225.0	107.2	0.68
80	20	230.5	110.2	1.10
85	15	238.5	114.7	1.60
90	10	253.0	122.7	2.90
91	9	256.0	124.4	3.00
92	8	262.3	127.9	6.30
93	7	269.0	131.6	6.70
94	6	275.0	135.0	*6.00
95	5	284.0	140.0	9.00

*Boiling points of highly concentrated sugar solutions are not exact.

The "Candy Test" devised, some years ago, by Dr. Hooker, of The American Sugar Refining Co., still stands as one test of a sugar's quality. This test has gained considerable prominence in the last ten years. It has been discussed, not infrequently, in the pages of THE MANUFACTURING CONFECTIONER and elsewhere. By adaptation it has been used to test not only sugars, but various syrups and molasses, the effect of different water supplies on sugars and on candy coloring materials. The "Candy Test" proper is the standardized cooking procedure; the adjunctive analytical operations required to allow interpretation would seem to be optional. Comparison of quite a number of published directions show not only wide choice of analytical method, but a deviation from socalled "standard procedure." Whether or not these differences are of any considerable importance is an open question. In studies made by the author, however, certain errors in grading were found to be directly attributable to deviation of method. As mentioned elsewhere, Sjöstrom has reported a similar condition when applying the "Candy Test" to commercial glucose.

In some of the author's experiments, a bag (100 lbs.) of best, coarse crystal, *bone char refined,* cane sugar was set aside for the purpose of making "Candy Tests." Since it takes ½ lb. of sugar per test this would afford sufficient of the *same sample* for 200 cooks, or at

least 198 cooks, if 1 lb. were set aside for other tests. In the course of the work it was soon found to be impracticable if not needless to use up all the sugar. The number of tests made, using every precaution to insure uniformity, failed to give any decided checks. It is to be borne in mind that the "cook" alone takes one-half hour and therefore few tests could be made per day. The chance of weather change and water change, etc., is apparent.

In the author's work consideration was given to the effect of different cooking utensils, cooling slabs, cooking conditions, cooling conditions, adjunctive analytical procedure, in fact to all of those conditions which stood revealed as variables in the general application of the "Candy Test." A detailed report of the findings is not properly a part of this discussion. Some of the factors considered, however, were the thermal properties of the candy at every instance during the cook and while cooling. A calculated check on some of the findings, utilizing theory and the available meagre fund of chemical and physical constants for sucrose in the vitreous state, would seem to indicate that a finishing temperature of 350° Fahr. is conducive to error. (Vide: reaction velocity discussion.)

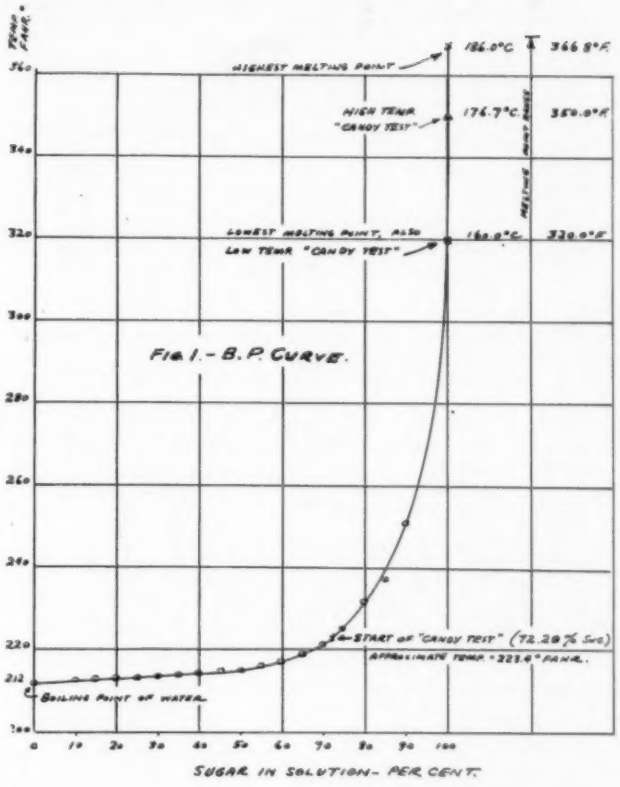


FIG. 1. - B. P. CURVE.

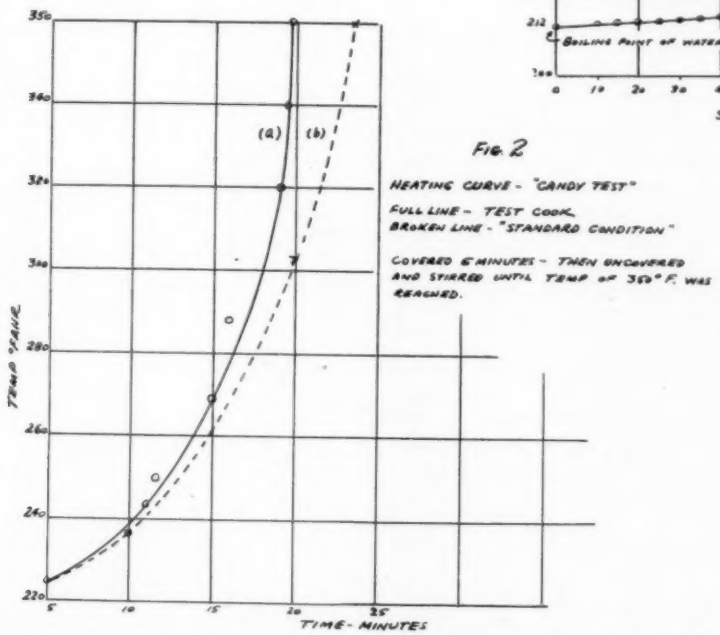


FIG. 2

HEATING CURVE - "CANDY TEST"
FULL LINE - TEST COOK
BROKEN LINE - "STANDARD CONDITION"
COVERED 6 MINUTES - THEN UNCOVERED AND STIRRED UNTIL TEMP OF 350° F. WAS REACHED.

The curve (a) of Fig. 2, is plotted from data, based on observations of the author The choice of a total time of 23 minutes for a "standard cook" was entirely arbitrary. However, this time was average, although a "finishing time" of 30 minutes was striven for. The curves tell their own story.

Instructions for the "Candy Test"

A study of instructions for the "Candy Test," reveals the following: The temperature of cook may be 320°, 330°, 335°, 350° Fahr.; the amount of sugar is constant, except where it is cooked with corn syrup, etc., the amount is 227 grams or approximately ½ lb.; the amount of water is generally 87 ml., but some instructions call for 90 ml. for sugars of low moisture and 87 ml. for those whose moisture is 1.0 to 2.0% (probably old style "damp sugars"); the initial heating period, before covering, which brings the solution to boiling point, is 5-6 minutes, in almost every instance after reaching the boil the solution is covered with a watch glass and allowed to cook exactly 10 minutes after which the cover is removed and the solution stirred until the prescribed temperature is reached, the time interval here ranges from 9 to 15 minutes, although in most instances a total time of 30 minutes is standard; after cooking, the melt is quickly poured on a cooling slab, which is generally a 14"x14"x¼" polished copper slab, but in some instances a marble slab has been employed; the cooking utensil is generally a special

Table II

(Based on the Published Work of Ambler, Byall and Snider. Anal. Ed., Ind. Eng. Chem.)

Impurity in Parts Per Million (1% = 10,000 P.P.M)

Sugar	Casualty	Ash	P_2O_5 I	P_2O_5 O	P_2O_5 T	SO_3	SO_2 I	SO_2 O	SO_2 T	Cystine
		(5)	(6)	(6)	(6)	(5)	(5)	(5)	(5)	(3)
	Minimum	5.0	0.0	0.6	0.6	0.00	0.40	0.00	0.40	t
Cane	Maximum	60.0	0.6	9.2	9.8	0.00	0.60	0.10	0.70	1.4
Refined	Average	47.0	0.1	4.8	4.9	0.00	0.50	0.02	0.52	0.7
	Common	35.0	0.0	6.7	6.7	0.00	0.50	0.00	0.50	x
		(4)	(5)	(5)	(5)	(4)	(4)	(4)	(4)	(3)
Cane	Minimum	120.0	0.9	0.3	1.2	19.0	0.9	0.0	0.9	0.4
Direct	Maximum	610.0	3.7	18.7	22.4	294.9	29.9	2.9	32.8	3.4
Consumption	Average	325.0	2.1	7.1	9.2	95.6	8.6	1.5	10.1	1.5
	Common	135.0	1.6	6.8	8.4	21.5	1.5	2.5	4.0	0.6
		(20)	(15)	(15)	(15)	(20)	(20)	(20)	(20)	(8)
Beet	Minimum	90.0	0.30	2.9	3.2	0.0	1.1	0.0	1.1	t
Direct	Maximum	2540.0	1.40	45.6	46.6	1184.4	58.6	6.0	64.6	2.9
Consumption	Average	611.5	0.63	10.2	10.8	646.3	26.5	1.9	28.4	1.2
	Common	372.0	0.57	7.1	7.7	*	23.3	0.5	23.8	0.8

x Only 3 samples represented.
t Present in trace only.
* Exceptionally wide variation precludes calculation.
Average, is an arithmetical average of all tests.
Common, is an arithmetical average of predominant values.
Ash = Total "mineral" or inorganic impurities.
P_2O_5 = Phosphorus pentoxide, the anhydride of 3 important phosphoric acids.
SO_2, SO_3 = Sulfite and sulfate sulfur respectively.
Cystine = A protein, $C_6H_{12}O_4N_2S_2$, representative of labile sulfur compounds.
I, O, T = Inorganic, organic and total respectively.
( ), Numbers in parentheses show number of samples analyzed.

copper casserole, which should be polished inside, however, porcelain casseroles, aluminum, copper and "Pyrex" glass beakers of varying size are, or, have been used; it is assumed that a thermometer of proper type (bulb immersion) properly calibrated at the "finishing temperature" and frequently checked for accuracy is used, however, such is not always the case; the analytical procedure is quite variable; inversion is determined by different copper reducing methods, some ill suited to the need, it is also determined from the polarization, also by double-polarization using the different forms of acid hydrolysis as well as invertase inversions; other tests are just as variable.

Some of the "variables" in the "Candy Test" have been summed up in the preceding paragraph. The immediate reaction of many readers is quite likely to be—"Well, what of it?" Nothing at all if the tests were limited, in their application, to a practical grading of sugars, by either the sugar refiner or the sugar purchaser. When, however, the attempt is made to take the reported results of a given "Candy Test," made at one place by one individual, and compare it, point for point, with other results made by other individuals, on other sugars, then the discussion should afford reason enough for its presentation. On the other hand the same individual might grade, different sugars, with high accuracy depending upon his ability and the method employed. For instance, Dr. J. A. Ambler, of the Carbohydrate Laboratory, U. S. Dep't Agric., Bureau of Chemistry and Soils, writing in this publication, issue of January, 1927, says: ". . . two testers each using his own technic and scale for comparison, will rate the sugar the same, although the depth of color obtained by one with a particular sugar may not match that obtained by the other." Dr. Ambler's statement, at first glance, might seem to refute my arguments. But if you will bear in mind that some sugar users, with limited testing facilities, use color alone as a criterion of a sugar's quality, and, moreover, if certain analytical differences occur, as they do (see Table VI) then the condition spoken of remains unaltered. Incidentally, Dr. Ambler recently read a paper, before the American Chemical Society, which should be of great interest to all Confectioners; the title was "Effects of Some Non-Sugars on the Caramelization of Sucrose in the Candy Test." I have been advised that this paper is not at present in final form for publication. If, and when, it appears it will be worth your time to read it.

Surface Tension

Table V is based on the published work of Paine, Badolett and Keane (*International Sugar Journal*, Vol. XXVII, No. 317, May, 1925, page 263). With reference to the surface

Table III

(Based on the Published Work of Ambler, Byall and Snider. Anal. Ed., Ind. Eng. Chem.)

Impurity in Parts Per Million. (1% = 10,000 P. P. M.)

Sugar	Casualty	SiO_2 (10)	P_2O_5* I (10)	P_2O_5* O (10)	P_2O_5* T (10)	Cl (20)	Nitrogen (N) Pr. (32)	A.A. (32)	NH_3 (32)	NO_3 (32)	NO_2 (32)	T (32)
	Min.	8.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.000	0.40
"Commercial"	Max.	53.00	0.30	1.10	1.40	44.00	8.40	10.00	12.00	30.00	0.249	186.00
White	Avg.	29.48	0.07	0.72	0.79	20.03	1.86	3.83	2.34	7.94	0.017	35.69
Sugars	Com.	26.60	t	1.10	1.10	34.96	0.54	5.00	2.00	8.00	0.003	27.14

* These P_2O_5 values are correct, those in Table II are in error. (See original articles).
Cl = Chlorine, the negative radical of hydrochloric acid and chlorides.
Pr. = Protein nitrogen
A.A. = Amino acid nitrogen
NH_3 = Ammonia nitrogen
NO_3 = Nitrate nitrogen
NO_2 = Nitrite nitrogen
T = Total nitrogen
} For complete and detailed information concerning nitrogengous impurities and their estimation in "white sugars," see Analytical Edition. Industrial and Engineering Chemistry, Vol. 4, No. 1, Jan., '32, pages 34-36.
SiO_2 = Silica or Silicon dioxide, ordinary sand is chiefly silica.
"Commercial" white sugars embraces both cane and beet samples.

Table II and III have been prepared, in a manner affording easy comparisons, from the data of Ambler, Byall and Snider and can be found in original form in certain issues of the Analytical Edition of Industrial and Engineering Chemistry.

tension values it may be of interest to compare with the Table given in Lindfors' article (*I. S. J.*, Vol. XXVII, No. 324, Dec. 25, page 653). It is to be borne in mind that pure water has a surface tension of 72.8 dynes/cm. @ 20° and that sugar *increases* surface tension, while certain substances such as gums, caramel (considered an emulsoid colloid), etc., *depress* surface tension. It is also well to remember that substances which depress surface tension collect *at the surface*, and those that increase it are driven *away from the surface*. It follows that a small amount will depress to a great degree. On the other hand substances that increase surface tension may be added in large quantities without great effect. The surface tension of a 55% sugar solution has been given by S. F. Rall [(Trans. Centralinst. Sugar Ind. No. 3, 18-38 (1929)) C. A. Vol. 25, No. 18, Sept. 20, 1931, page 4752)] as 76.5 dynes/cm., Lindfors' gives 75.0 dynes/cm. for 26 grm. /100 ml. and shows that in the presence of certain "gums" normally occurring in sugar juices, liquors, etc., that the approximate surface tension lowering is:

Impurity as: Gums %	Lowering of S. T. Dynes/cm.
0.02	0.4
0.10	11.0
0.21	15.6
0.29	17.9
0.35	22.0

The low surface tension values found by Paine and co-workers might reflect the presence of appreciable colloidal and other matter related to those substances normal to sugar products, capable of depressing surface tension (remember the test devised by Bardoff). The color of some white sugars is believed to be due to the presence of protective colloids which hold impurities in solution during the finishing refining operations.

W. Clayton, author of a number of authoritative works on applied Colloid Chemistry and Chief Chemist of Cross and Blackwell says: "Objectionable frothing of inferior sugars is due to reduction of surface tension by small amounts of colloidal impurities." Dr. Paine reports that small amounts of a caramel solution, added to a pure sugar solution, will depress the s. t. of the latter.

Further discussion, of Table V, is required in order to bring out certain important points. It will be noticed that the calculated polarization (calcu. pol.) is, in every instance, higher than the observed (obs. pol.). Also that observed inversion or invert sugar (obs. inv.) is consistently, but not proportionately, lower than calculated invert (calcu. inv.). Were it not for the fact that certain directions have been given and the practice still obtains, wherein the following calculation is employed, then no importance would attach to these figures. (vide: Table VI.)

It has been the practice of some to determine the inversion after a candy test and then multiply the value so obtained by 0.95, which result was subtracted from 99.7 (the assumed average polarization for the best grades of refined sugar), to give a value that was accepted as the polarization of the candy. Candy tests generally gave candies polarizing from 92.0 to 98.0 with 96.0 being the gauge point. An inspection of the table will soon convince you that such a practice allows *all* of the samples to pass on a basis of a 96.0, or better polarization, although the actual polarization may be considera-

Table IV

Analyses of Refined Sugars

(Condensed from "Survey of Competitive Refined Sugars"—M.C. 8/'28)

Sugar		CHARACTERISTIC —Sugar— Pol.	Col.	pH	—Candy— Pol.	Col.	pH	—Sugar— I.S.	H_2O	Ash	O.N.S.	SO_2	Clar.	Dye
Coarse Grained	Max.	99.90	1.0	7.2	94.2	14	5.0	0.05	0.07	0.007	0.136	..	25	5.0
Cane	Min.	99.80	0.5	6.3	92.2	3	4.2	0.03	0.01	0.001	0.007	..	0	1.5
(18 Samples)*	Avg.	99.86	0.5	6.5	93.5	8	4.6	0.04	0.03	0.003	0.066	..	8	3.0
Fine Grained	Max.	99.90	4.0	6.9	95.1	30	5.2	0.05	0.11	0.016	0.154	..	19	7.5
Cane	Min.	99.75	1.0	6.3	93.2	5	4.2	0.04	0.00	0.002	0.005	..	0	1.0
(16 Samples)†	Avg.	99.83	1.7	6.6	94.1	13	4.7	0.04	0.05	0.008	0.066	..	8	3.6
Peet	Max.	99.80	1.5	6.6	95.8	40	5.0	0.04	0.02	0.026	0.142	22	32	10.0
Granulated	Min.	99.80	1.0	6.0	95.0	30	4.9	0.04	0.00	0.018	0.114	12	3	5.0
(3 Samples)	Avg.	99.80	1.2	6.2	95.3	37	5.0	0.04	0.01	0.021	0.132	17	18	7.0
Powdered	Max.	99.90	3.0	6.6	95.0	30	5.2	0.06	0.08	0.019	0.136	..	32	5.3
Sugar	Min.	99.80	1.5	6.2	93.5	8	4.4	0.03	0.01	0.003	0.007	..	2	1.5
(10 Samples)‡	Avg.	99.86	2.2	6.4	94.1	17	4.7	0.05	0.04	0.010	0.049	..	15	3.5

*3 samples of so called damp sugar included (dried out when received).
†2 samples of insufficient quantity to allow color determination.
‡1 sample contained starch (3.77%) and is not included in average.

Table IV has been compiled from the data presented, in the MANUFACTURING CONFECTIONER, *August, 1928, under the title "A Survey of Competitive Refined Sugars." This particular data has been chosen as being representative of the general run of refined sugars offered on the American market (of course the market has changed some since that time), although the author has made numerous tests on nearly all brands and grades represented in the "Survey."*

Table V

(Based on Work of Paine, Badolette and Keane)

Sample No.	Pol. Obs.	Pol.* Calcu.	Inv. Obs.	Inv.* Calcu.	Candy pH of	Drop* pH	Candy* Color	Sugar S.T. of	Candy S.T. of	Drop* S.T.
				ANALYSIS						
1.....	96.19	98.74	1.08	3.74	6.7	0.65	3	56.0	54.6	1.4
2.....	95.65	98.57	1.20	4.26	5.9	1.40	5	55.8	55.3	0.5
3.....	94.85	98.29	1.51	5.07	5.3	2.05	7	59.6	55.2	4.4
4.....	93 35	96.38	3.46	6.64	5.2	1.20	6	60.8	57.0	3.8
5.....	94.35	97.20	2.64	5.63	5.6	0.70	2	70.5	58.0	12.5
6.....	96.00	98.83	0.96	3.84	5.7	0.90	1	68.3	57.9	10.4
7.....	92.45	96.01	3.93	7.65	5.7	0.80	4	62.8	55.2	7.6

*Results obtained, through arithmetical manipulations; e.g., observed inversion multiplied by 0.95 is subtracted from observed *sugar* polarization to obtain OBS. Pol. (candy plaque pol.). pH and S.T. (surface tension) drop are the differences between pH value for sugar and pH value for candy made from same sugar. S.T. drop is obtained in a similar manner. (See body of text for further explanation.)

TableVI

Showing Variation in Analytical Data with Method

(After Data of W. W. Skinner and J. W. Sale)

Sample	Sucrose % Sacch'r	Sucrose % Copper	Sucrose % Diff.*	Invert Sugar % Sacch'r	Invert Sugar % Copper	Invert Sugar % Diff.*	Total Sugar % Sacch'r	Total Sugar % Copper	Total Sugar % Diff.*
No. 1.....	0.9	0.5	—0.4	42.6	40.9	—1.7	43.5	41.4	—2.1
No. 2.....	1.6	2.3	+0.7	40 5	39.5	—1.0	42.2	41.9	—0.3
No. 3.....	42.1	41.1	—1.0	0.0	0.5	+0.5	42.1	41.6	—0.5
No. 4.....	0.8	0.1	—0.7	41.6	41.4	—0.2	42.4	41.5	—0.9
No. 5.....	0.1	0.0	—0.1	42.9	41.3	—1.6	43.0	41.3	—1.7

*Assuming the Saccharimeter reading as correct.
Sacch'r. = Sugar (Sucrose or invert) by polarization.
Copper = Sugar (invert) by copper reduction method.
N.B. the sugar used to prepare solutions, polarized 99.99.

In considering Table VI, based on data taken from the work of Skinner and Sale (M. C. Nov. 1922) attention is drawn to the slight deviations in results. In less accurate work these may be much greater.

bly lower. If you use a calculated polarization and somebody else uses a polariscope—what then?

It is not of interest to dwell at length on the impropriety of using calculated values which are primarily inaccurate. Consider, however, the calculated value for inversion obtained by the following method, which is only approximate:

$(Pol._{sugar} - Pol._{candy}) \times 1.05 = Calc.\ inv.$

Here, we have based our calculation on the assumption that every degree drop in polarization is equivalent to a loss of 1% sucrose, which gives in the course of the inversion, 1.05% invert sugar. The assumptions are in error, therefore the calculation. In calculating *reducing substances* to sucrose, similar conditions prevail. After reminding you that the table is eloquent in showing what may occur, unless interpretations are backed by the requisite knowledge and experience—I rest my case.

Both the "Candy Test" and "The Caramelization Test" depend upon the acceleration of decomposition reactions at elevated temperatures. These reactions being regulated, supposedly, by the "nature" of any impurities present. Therefore, before discussion of these two tests in any detail, let us consider the next paragraphs.

Effect of Temperature on Chemical Reactions

In nearly all chemical reactions an increase in temperature means an increase in rate of reaction. In general the velocity is doubled for each 10° Centigrade or 18° Fahrenheit increase in temperature. Bearing in mind that a catalyst, when employed or adventitiously present, exerts an effect, let us consider the calculated increase in velocity of reaction during a candy test. We will assume that the velocity is unity at the instant the sugar-water mix starts boiling (223.4° Fahr. 106.33° C.). When the test is carried to 320° Fahr. (160° C.), the velocity at finish is over 40 times greater than at the start. When the test is carried to 350° Fahr. (176.67° C.), the velocity at finish is over 131 times greater than at the start. If the total cooking time is the same in each case, or in other words is a constant, it is easy to see that the effect of heat alone, is such as to cause a large increase in the amount of sugar decomposed, when the higher temperature is reached. The nature of the reaction at 350° is probably different from that at 320°, however, it is seen that 3 minutes over cooking at 320° will cause no more destruction of sucrose than 1 minute at 350°. It is worthy to note; that temperature increases, during a candy test, much more rapidly in the region of 350° than it does in the region of 320°. Inspection of the boiling point curve, for solutions of sucrose of increasing concentration, shows that the start of the cooking period of the candy test is in the region where the slope of the curve changes; i. e., between the boiling point of pure water and that of a sugar solution made from 227 grams of sugar and 87 milliliters of water (approx. 72.28% sugar), the curve shows that increase in temperature with concentration of solution (evaporation of water) is slow or at a minimum as compared to the rate of temperature change with concentration from 72.28% sucrose to the melting point of sucrose (by extrapolation of the curve). In other words the test lies in a critical region.

In a recent article, (Food Industries, Vol. 4, No. 12, December, 1932, pages 394-395) "New Method of Using Corn Sugar," some difficulties of substituting dextrose for sucrose in sweetened condensed milk are discussed. The protein containing substances, casein and albumen, present in milk, react chemically with the dextrose to give a colored product which is not considered to be caramel. Partially *inverted* sucrose (cane or beet sugar) also gives a coloration, probably due to the dextrose of the invert sugar reacting as does refined dextrose. The darkening occurs at 240° Fahr. in the presence of small quantities of milk proteins. The reaction is stated as one that has not been considered previously. If this substance is not

Table VII

(After Harald Lundén)

Sugar	CHARACTERISTIC As Sampled Ash %	As Sampled Sweetness	As Sampled After-Taste	Heated to 170° C. (338° F.) Taste	Heated to 170° C. (338° F.) Color
First Grade Refined	0.001	1.0	None	Sweet and Caramel	Straw-Yellow
Second Grade Refined	0.002-0.003	1.0 —0.95	Scarcely Noticeable	Sweet and Caramel	Stronger Yellow
Semi-Refined	0.005-0.008	0.90—0.85	Plain	Sweet and Caramel (But Burnt)	Clear Brown
Refined and Decolorized Raw Sugar	0.02 or over	0.70—0.65	Unpleasant	Sweet and Salty	Muddy Brown

of the nature of caramel, then, perhaps a part of the color in our hard candy plaques, obtained in the "Candy Test," is similar in nature, when proteins are present in the sugar's impurities. (vide: Table III, protein nitrogen.)

To return to a consideration of temperature vs. reaction velocity, let us discuss, in brief, some very recent findings concerning Caramel. This work is covered in a thesis by John B. Shumaker with J. H. Buchanan, and was published in Iowa State College Journal of Science, Vol. VI, No. 4, 1932, pages 367-380. The title is "A Study of Caramel Color." These workers have carefully prepared "caramel" from *dry* sucrose of high grade. Only the formation of *Caramelan* ($C_{24}H_{36}O_{18}$) will be considered here. The reaction is:

$$2\,C_{12}H_{22}O_{11} - 4H_2O \rightarrow C_{24}H_{36}O_{18}$$

The above equation shows that 2 molecules of sucrose have lost 4 molecules of water, which results in the formation of *caramelan,* a constituent of "Caramel." The loss in weight amounts to 10.52%. When the loss is only 5.23%, *isosaccharose* ($C_{12}H_{20}O_{10}$) is formed, this corresponds to a loss of one molecule of water from one molecule of sucrose. *Isosaccharosan* is nearly colorless. From the following data, the conformance of the reactions to the general law, previously stated, is evident:

Time (Min.)	Temp. (° C.)	Loss (%)
120	190	10.6
65	200	10.2
35	210	10.3
130	190	11.3
70	200	11.3
40	210	11.5

it is readily seen that the time is approximately halved or, the rate per unit time, doubled for each 10° temperature change.

A Discussion of the "Candy Test" and "Caramelization Test"

Now, that we have "browsed" a bit, let us turn to a consideration of the real purpose of this article—the discussion of the "Candy Test" and the "Caramelization Test."

The "Candy Test" requires the addition of water and in this respect differs from the "Caramelization Test." The latter tests the break down tendency of a sugar, uninfluenced by the impurities of the solvent water. The "Caramelization Test" may be likened to the "Melt Test" applied to U. S. P. grades of Benzoic acid (C_6H_5COOH), which melts at 121.7° and boils at 249.2° Centigrade. When a sample (of acid) is slowly heated, in a test tube, to a temperature slightly above 122° C. (251.6° Fahr.) and then cooled, absence of color or sediment is indicative of high quality.

A form of the "Caramelization Test" is described in some detail by Harald Lundén [(Centr. Zuckerind. 34,1017-8 (1926)) (Chemical Abstracts Vol. 21, No. 7, (1927)) page 1203)]. The data of Table VII is taken from the above abstract. The heating is carried out by placing a small quantity of sample in depressions, in a metal plate, and heating at such rate that the temperature rises from 100° C. (212° F.) to 170° C. (338° F.) in 30 minutes. Taste is determined in solutions having a concentration of 1.5-2.0% sugar. A similar "taste test" is made on the sugar before heating. Tasting in the presence of small amounts of added flavors is helpful. Particular attention is paid to any "after taste." The agreement between individual tasters is about 95% for the same class or grade. S. Reuterskiöld (C. A. 23, 5344) comments on the difference in sweetness of "refined sugar" and "white sugar" when the actual difference of sucrose content is very small.

In Browne's "Handbook of Sugar Analysis" 2nd Edition, page 359, is an illustration of Maquenne's block used in melting point determinations. A modification of this block can be used for "Caramelization Tests." Other alternatives are: heating the sample, contained in a test tube immersed in an oil bath thermostatically controlled; heating the sample in a resistant glass evaporating dish in a special electric furnace in which temperature can be controlled within narrow limits.

Table VII based on published work of Harald Lundén, has been discussed, in part, in a previous paragraph. In the course of his studies Lundén found that: 0.002% NaCl (sodium chloride or common table salt) has no effect on the taste of a 3% solution of beet sugar, but 0.01% *increased* the sweetness of a similar solution of refined beet sugar and gave little or no salty taste. When 0.02% NaCl was added to refined sugars, a salty taste was noticeable; while un-refined beet sugars of 99.9 purity were not so affected. The lower the purity the more salt that could be added in proportion without giving a salty taste. Egg albumen (protein) 0.005% added to a 3% sugar solution, decreased sweetness directly with *increase* in purity. In sugar factory products, (juices, syrups, liquors, etc.) 4 tastes (1) caramel, (2) aromatic,

(*Continued on page* 51)

Table VIII

(After A. Amati and C. Bozano)

Sugar	Fluorescence in Wood's Light: Purified Solid	Fluorescence in Wood's Light: Saturated Aqueous Solution
Sucrose	Pale Bluish White	Dark Violet
Dextrose	White, with Yellow Zones	Bluish White
Levulose	Bright White-Yellow	Bright Yellow
Raffinose	Pale Violet	Pale Violet
Lactose	Violet Yellow	Pink
Mannose	Opaque Yellow	White, with Yellow Zones

Table IX

Behavior of Sugar in Wood's Light

(From Data of A. Amati and C. Bozano)

Substance	Fluorescence
Sucrose + Invert*a	Violet
Sucrose + Invert*b	Bright Yellow
Caramelan	Brilliant Pale Yellow
Carmelen	Rust Colored
Animal Char Refined**	Bluish White
Vegetable Char Refined***	White

*(a) Admixture of Sucrose and very small amount of invert sugar.
*(b) Admixture of Sucrose and greater amount of invert sugar.
**Sugar refined by means of bone char, or animal charcoal.
***Sugar refined by means of a decolor-

Candy *at the* World's Fair

Confectioners Attending N. C. A. and A. R. C. Conventions Will Find "A Century of Progress" in Full Swing . . . Fair Program and Candy's Place Announced



MAIN facade of Administration Building, Chicago's 1933 Century of Progress Exposition, where hundreds of workers are now engaged on exposition plans. The building is 350 by 150 feet, of modernist design and located on sloping, filled-in land between the lake shore and the outer drive at 14th Street. On the lake side, three wings are stepped down in terraces to the water's edge. On this side the building is three stories high. On the opposite side (shown above), it is two stories high. The central wing contains a restaurant for exposition employees, the president's and manager's suites, trustees' quarters and a reception room for distinguished guests.

TWO national associations of confectioners will meet in Chicago this month. These are the National Confectioners' Association and the Associated Retail Confectioners of the United States. Sessions will be held at Hotel Sherman and Edgewater Beach, June 19 to 24.

Confectioners in Chicago for these meetings will find Chicago's World's Fair, officially "A Century of Progress," in full swing. They will be interested, of course, in seeing the place candies have in that great exposition to start the first of June.

Inquiry reveals that no candy manufacturer will have exclusive "rights" to candy sales on the grounds. The market of the fair (50,000,000 people are expected to attend) will be wide open. Candies will be sold in more than fifty places on the grounds.

They will be available in the various eating places, restaurants, cafes, grilles, in certain stores and stands. Summer types of candies, especially five and ten cent bars, will be merchandised.

Concessionaires have acquired space for the sale of floss candies and salt water taffies, known as "naturals" at amusement parks, on board walks at sea shore resorts and fairs.

Sugar sticks, brightly colored, all-day suckers, hard marble candies and the other various types that appeal to youngsters will be specialized in on the Enchanted Island. The little fellows demand candies that last long and give full money's worth.

The Enchanted Island is a five-acre village built for the joy of children—a Magic Mountain, a House of Marbles, a Cave of Mystery, a children's theater, bird and animal shows, a zoo. Happyland for the kids.

Among the various concessions where candies can be obtained will be the Belgian Village, Streets of Paris, Moroccan Village, the Chinese, Japanese and other pavilions. Each of these, it is expected, will offer native sweetmeats, some of them odd and unusual.

Two or three widely known manufacturers, makers of recognized brands, it is expected, will have candy stores on the circular bridge connecting the south end of Northerly Island with the mainland. This bridge is a preferred merchandising section as it will carry immense foot traffic.

The Fair Program During Convention Week

The visiting confectioners, of course, will expect to put in considerable time at the Fair. Some, probably, will plan to reach Chicago a few days before the convention. Some will extend their visit after the convention is over.

A number of special features are scheduled for about this time. Following are the special events set for convention week. It is likely that others will be added. The week's special program:

MONDAY, JUNE 19—

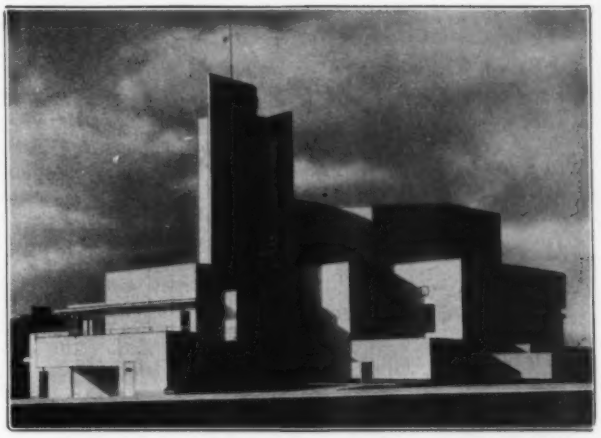
Swedish Day, Court of the Hall of States, day and evening.
Science Congress (June 19 to 30) Court of the Hall of Science.
University of Cincinnati Glee Club.

TUESDAY, JUNE 20—

Norwegian Day, Court of the Hall of Science.
West Virginia Day, Court of States.
Lecture Series, National Council of Women.

WEDNESDAY, JUNE 21—

New Hampshire Day, Court of States.
Danish Day, Court of the Hall of Science.
Protected Home Circle Association Assembly.



DAIRY Building at A Century of Progress, Chicago's 1933 World's Fair. In this structure, of cubistically modified oval shape, will be portrayed the story of the foster mother of mankind, the cow. The evolution of dairying methods during the last one hundred years will be unfolded before the visitors' eye in a spectacular fashion. This will be the only building at the Exposition, the exterior of which will be painted white.

THURSDAY, JUNE 22—

Joint Scandinavian Day, afternoon, Soldier Field.
Medical Day.

FRIDAY, JUNE 23—

Finnish Day, Court of the Hall of Science.
National Fencing Championships.

SATURDAY, JUNE 24—

Paulist Choir, 2:45 to 3:30 p. m.
National Fencing Championships.
American Institute of Interior Decorators assembly, Court of States.
National Sojourners assembly.
Hamilton Club assembly.

Thrilling Sport Program

Sport lovers attending the confectioners' conventions may have added enjoyment by arriving in Chicago a few days before the convention opens or they can get thrills by remaining afterward.

The National Inter-Collegiate Track and Field Championships will be decided at Soldier Field, in the World's Fair grounds, on Friday and Saturday, June 16 and 17. These events will bring out the finest amateur college athletes of the entire nation. Great preparaitons have been made for the event and every college in the country that boasts championship material will send men.

This meeting will be one of the high spots of the entire Fair—in the minds of those who love amateur sports—probably the greatest high spot of all. It is very likely some records will be broken.

On Sunday, June 18, the day before the conventions open, the Outboard Motorboat Regatta will be held in North Lagoon from 11:00 a. m. to 4:00 p. m. A motorboat regatta is one of the sport's most thrilling sights.

On Sunday, June 25, the day after the conventions close, the William Randolph Hearst Gold Cup Regatta will be held; 10:30 a. m. to 5:00 p. m., also in North Lagoon.

This same week, on Thursday and Friday, June 29 to 30, National A. A. U. Track and Field Meet will be held in Soldier Field. This will bring out the very finest of amateur athletes of the nation, many of them contestants at the Olympics last year and a few of them, probably, Olympic champions.

Night Attractions for Convention Visitors

Convention visitors, desiring to "do" the fair, will find much to interest them. General admission, fifty cents at the gate, will admit them without extra cost to more than fifty of the main buildings and to hundreds of fine exhibits.

Convention visitors, occupied with their meetings and conferences during the day, will find that they can enjoy the Fair at night. More has been done at this exposition to develop night life than at any that has gone before.

The vast buildings, very colorful—25 different hues of paints in all the colors of the rainbow, and more—architecturally unique, will be a blaze of electric glory at night. Miles of neon tubes, all concealed, give the buildings a shimmer of gay flood lighting. Colored electric fountains will play. Great spot lights, some moving, some stationary, will shoot their beams into the sky. Millions of light bulbs will be used.

The whole picture at night will be that of a glorified fairyland.

Food—Epicurean Delights

Fine restaurants will seat thousands. The finest American foods, the Old World foods, will be served. Among the places serving foreign or unusual foods will be the Belgian Village, Old Heidelberg, Victor Vienna Cafe, Adobe House, Egyptian Cafe, Moroccan Cafe, Polish, Swedish, Chinese and Japanese pavilions.

The gastronomical adventurer can find his choice of *rindfleisch, lungenbratengoulasch, jambon d'ardennes, poussaine, linzentorte, baumkuchen,* birds' nest soup, sharks' fins, *wienerschnitzel, paprika huhn, palatschinken*—and hundreds of other strange dishes.

He can be served at the Japanese pavilion by one of the geisha girls, brought from the Orient for the fair; or he can be served by a flaxen-haired Teuton wait-



REPLICA of Abraham Lincoln's birthplace in Hodgenville, Ky., which forms part of the Lincoln Group at Chicago's 1933 World's Fair. The logs and timbers in this cabin are more than a century old.

ress in Old Heidelberg, wearing short, gay, colorful flaring skirts; or he can dine in the Pabst Blue Ribbon Casino in the atmosphere of Hollywood.

Victor Diesenhofer, one-time chef for the late Emperor Franz Joseph of Austria, who has prepared banquets for kings and queens, princes and princesses, in the gay days of European royalty, will be boss of the cuisine at the Vienna Cafe.

At the Italian restaurant, if he wishes, he can get fine raviolas, spaghettis and macaronis and the highly seasoned ground meat dishes that have made Italian cooking famous.

Or, if he wishes, he can dine in the Circus Cook Tent, canvas overhead, sawdust underfoot, the repast spread on pine boards set on wooden horses. The atmosphere will be of the Big Top and attendants will be painted and tinseled.

Perhaps the convention visitor will bring the children. For the little ones there will be the Enchanted Island, five acres out of Mother Goose and Fairy Tale. Here will be the Magic Mountain, mysterious caves, the Marble House, trained bird and animal shows, the Children's Theater.

Attendants will be dressed as clowns and as characters out of fairyland.

Thrills for Tired Business Men

If the tired business man feels the need of thrills he can try the Sky Ride with its two 628-foot towers reached by high speed elevators and the rocket car ride across the lagoon at the 210-foot level; cars swung from cables.

He can try the dirigible balloons, the captive balloon, the airplanes, the fast motorboats, the Flying Turns, Lindy Loop or dozens of others with quick dips and fast curves. He can visit "The World 1,000,000 Years Ago" and see strange creatures of the Lost World in motion, the Java man, the Pittdown man, the Neanderthal man and the Cromagnon as in the life.

The dinosaur, trycopterops, the hairy mammoth, the woolly rhino, the giant sloth, the three-toed horse and the sabre-toothed tiger will all be there. Sound devices have given them voice and an intricate combination of motors, cams, rattan and springs has given some of these creatures as many as 150 individual movements.

Real hair, skins and flexible parchments make their movements smooth and lifelike. This exhibit, costing $300,000, is so real that visitors have been seen to make involuntary movements toward the exits—the sub-conscious fear of primitive man for his fearful enemies. It's a scalp-tingling exhibit.

There will be side shows—gorillas and great apes; pythons, boa-constrictors, cobras and other strange snakes from all over the world; a strange "Believe-It-or-Not" show; a midget village; scores of other attractions.

Scientific Exhibits

If the convention delegate is scientific-minded he can visit the Hall of Sciences where the magic story of science is told; or he can view the marvels of electricity; or see the $3,000,000 exhibit devoted to agriculture, dairying and horticulture.

He can find an orange grove, 700 trees brought from Florida with the fruit on them, growing in the soil; or he can sit among a grove of palm trees transplanted from California.

Should he be a lover of art—the greatest collection of fine paintings, many by the Old Masters, ever gathered in America for a single exhibition, will be shown in the Art Institute—official exhibition for the Fair.

South Africa is sending a "diamond mine"; eighteen tons of "blue earth" with 3,000 rough diamonds. These will be assembled in a 300-foot shaft, sunk beneath the level of Lake Michigan. Kaffir and Zulu workers will be at work in the "diggings."

Should the convention-goer wish to drive his motor car to Chicago he will find every highway leading into the city plainly marked. He will find information booths fringing the city where advice as to routes or hotels can be had.

N. C. A. Convention Program Announced

Many Constructive Subjects, Outstanding Speakers and Forum Discussions Are Among the New Features



James O. McKinsey, one of the principal speakers at the opening session of the convention. He is head of James O. McKinsey & Co., Accountants and Engineers, Chicago and New York. Mr. McKinsey is also a former Professor of Business Administration, University of Chicago. He is the author of a number of books on business subjects, a director of several concerns and member of numerous associations.

THE National Confectioners' Association will be fifty years old this June. Around this significant fact, plans are being built for a Golden Anniversary Convention of extraordinary importance. Speakers are being engaged for a pointed, valuable program. Chicago candy manufacturers have enthusiastically assumed the role of host and have worked out a full and varied entertainment program to balance the business sessions. The 10th Annual Exposition of Allied Trades, under the management of Roberts Everett Associates of New York, is moving forward successfully. The Association is preparing a historical exhibit, depicting the development of the confectionery industry.

Coincident with the N. C. A. Convention, the annual convention of the Associated Retail Confectioners is scheduled for the Edgewater Beach Hotel.

As a colorful background for all these plans is the Century of Progress Exposition, with its amazing streets and buildings already spread out along Chicago's lake front, awaiting their millions of visitors.

The five days beginning June 19th will be memorable ones for the candy industry.

Because the problems of the industry this year are of such serious import, each speaker at the convention sessions has been chosen because he has a timely, pertinent message to deliver. Here are some of the highlights of the four-day program:

Program Highlights

Tuesday, June 20th—An address by James O. McKinsey, President of James O. McKinsey Co., former professor of accounting at the University of Chicago. An economist of national reputation, he will talk on "Balancing Income and Expense Next Year."

"Unifying the Candy Industry," a talk by President A. E. Sander, which will open the first session.

"Production Policies and Methods," an analysis of problems common to the entire industry, by J. L. Richon, president of Candy Brands, Inc.

An address by J. R. Booker, of the Nulomoline Company, on "Fifty Years of Progress." His own connection of forty years with an industry closely allied to the confectionery field, will lend color and interest to Mr. Booker's talk.

These four events are scheduled for the opening session, Tuesday, June 20th.

On *Wednesday,* James L. Palmer, professor of Marketing at the University of Chicago, will talk on "Supervising and Directing Salesmen for Profitable Sales." At the same session, W. Parker Jones, Legal Counsel in Washington, F. J. Mueller, Traffic Manager, and George H. Williamson, chairman of the Educational Committee of the Association, will make their annual reports.

Thursday will bring an address, "Factors in the Banking and Financial Outlook," by Dr. Ivan Wright, Professor of Banking and Finance at the University of Illinois. Arthur Allen, of New York, consultant in package design and originator of some of the most successful packages now in use, will explain his theory of packaging with special emphasis on color. Walter C. Hughes, Trade Mark Counsel for the Asso-

(*Continued on page* 48)

Selective Merchandising

Concentration of sales effort upon worth-while items and accounts more profitable than increased volume

By RALPH G. WELLS

Head of the Management Department and
Director of Bureau of Business Research
Boston University College of Business Administration

SELECTIVE merchandising, the accepted practice of the day, leads to the concentration of sales effort upon merchandise, items and customers' accounts producing the best return in profits. Based on a careful evaluation of territories, of channels of distribution, of dealers, of salesmen's efforts, from the standpoint of their influence upon profits and the relative profit value of different products, it yields higher profits per dollar of sales expense than the ordinary type of merchandising.

This evaluation is best accomplished through the use of carefully planned sales statistics and records and a definite program of field research along the lines indicated in the April issue of THE MANUFACTURING CONFECTIONER. In this issue it was pointed out that the first step was a detailed product analysis to determine which lines are more profitable and have the greatest sales potentiality. Second in importance is a careful evaluation of dealers and territories along the lines indicated.

Manufacturers often complicate their selling problems and diminish profits unduly by their eagerness to secure widespread distribution and to sell every dealer in the territory. Frequently this effort is based primarily on vanity—a desire to boast that "every dealer of importance stocks our line." Again it may result from the fear that unless the line is available in every store energetic and pushing competitors may be able to entrench themselves too thoroughly and win away potential customers. More frequently, however, the pursuit of "100 per cent coverage" grows out of the sales departments' eagerness to make a showing in volume, in the number of accounts, and the total number of active customers. Regardless of the underlying reason for this desire to secure the widest possible distribution, it constitutes a primary cause for the ever-increasing sales and distribution costs of industry. It is to be avoided only by judging all sales activities and sales statistics from the single viewpoint of their influence on profit.

Of what value are a few more accounts if their volume be small? Too many competitors in the same locality featuring a given line frequently results in the splitting up of the volume of business secured by any of them into such small amounts that many eventually turn to some other line in self-defense.

Few Good Accounts Yield Best Returns

From the standpoint of profits, a relatively few very good accounts in each community yield the best rate of return. This is becoming more apparent during these periods of declining prices and sales volume, when it costs more to call upon some dealers than the total profits on their orders.

For this reason manufacturers are turning more and more to the jobber and distributor. Without doubt the ideal sales set-up is to have an active, aggressive jobber in each important Metropolitan area whose men cover all the important retail outlets and push the manufacturer's line vigorously. Such a jobber more than earns his differential by constant and intensive coverage, by carrying on hand a "spot" stock from which to make frequent and regular deliveries, and by handling all credits, collections, and adjustments. Practically the only justification in selling direct is the failure of jobbers to push a line thoroughly and to give dealers adequate service.

In order to evaluate various channels of distribution and to select the one that will yield the maximum profit, a manufacturer should compare the costs of direct selling with the discount given to the jobber. In order to do this it is necessary to know exactly what it costs the manufacturer to have his own organization perform satisfactorily all of the services rendered by the jobber. Unfortunately, many selling expense figures are inaccurate because they include only the salaries and expenses of salesmen and certain costs charged to the sales department, whereas there are many other expense items that should be considered.

Setting Up Cost Records

In setting up cost records for sales and merchandising, reference should be made to the Bulletin on "Distribution of Cost Problems of Manufacturing Confectioners," issued by the United States Department of Commerce in 1931, and to the Bulletin on "Meeting Small Order Problems in the Confectionery Industry" referred to in an article on "The Small Order Problem," by S. L. Kedzierski.

In computing the costs of covering a specific territory as a basis for a comparison with the savings resulting from jobber distribution, the items mentioned below should be taken into consideration:

1. **Cost of salesmen's compensation and expenses in covering retailers.**
2. **Cost of additional supervision and administrative time required.**
3. **Additional cost of shipping and delivering goods direct to dealers more frequently in smaller lots.**
4. **Additional cost of carrying at factory or in warehouse of inventory to service territory.**
5. **Additional cost of rush shipments due to absence of local spot stock.**
6. **Additional bookkeeping and accounting expenses of carrying number of open accounts with retailers.**
7. **Additional collection expense.**
8. **Loss on bad accounts and on interest on slow accounts.**
9. **Expense of additional credit work.**
10. **Expense of added correspondence.**
11. **Allowance for business lost due to less frequent calls by salesman and delay in deliveries.**

When all of the additional expenses entailed in direct sales are included, the manufacturer will frequently find that a really efficient jobber is an economy, except, perhaps, in home territories and in dealing with large outlets, such as chain stores or retailers having an unusually large turnover.

Consideration must also be given as to the relative amount of volume to be secured through direct solicitations of the dealer or from the efforts of the jobbers and salesmen. This is purely a matter of experience and cannot be estimated as so much depends upon the individual jobber and the interest of particular salesmen.

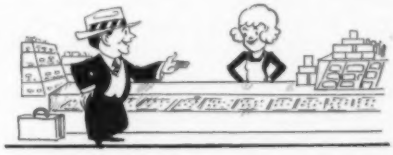
As a part of the process of evaluating the various channels of distribution in a given territory it is usually desirable to evaluate the relative effectiveness of each jobber or wholesaler.

This evaluating of jobber effectiveness can best be accomplished by having a competent field worker interview a fairly large but representative group of retailers in different sections of the territory to determine which jobbers these dealers prefer to deal with and the effectiveness of coverage of different classes of retailers by the jobbers sales force. The more thorough and comprehensive this study of dealers is made the more accurate will be the conclusions. Supplement this canvass of dealers by securing from each jobber as full a statement as he is willing to give regarding the number and size of active accounts in each class of retail outlets that his sales force solicits and sells. The results of these studies when tabulated will give a clear picture of actual jobber effectiveness.

Information Regarding Jobbers Secured from Dealers

As a rule dealers will talk more freely when the topic upon which information is sought is developed casually or incidentally. Direct, leading questions arouse suspicion and caution unless reason for them is apparent. Hence more accurate information can be secured by a salesman engaged in introducing a new product who wants to know through which jobber the dealer prefers to order the goods, or by a dealer's service man calling to arrange for special display and to get dealer's reaction as to shipments and delivery service. Usually a special salesman can sell enough introductory orders to pay the expense of the survey. Furthermore, these orders will serve as convincing evidence when negotiations are opened with jobbers selected.

At the same time that data regarding jobbers is being collected much other valuable information can be secured from dealers by the field worker. Before beginning the canvass it will pay to draw up a complete list of the information which it is desirable to secure from dealers, regarding not only jobbers but other matters needed as a basis for intelligent sales planning.



As a suggestion, there is given below a list of some of the information which it may be desirable to secure.

In looking over this list it will be readily appreciated that certain practical difficulties may be encountered in trying to get so much information at one time. It is far often better not to try to get all of the facts desired on the first call. One advantage of utilizing salesmen in research work is their ability to pick up information from the dealer casually and on the installment plan—i. e., a certain portion of it each week or month.

As an illustration, assuming that a thorough canvass of dealers has been decided upon, a convenient schedule would be as follows:

First Call: Secure data as to type and character of store, class of goods handled and type of patronage. Questions 1 to 5 on following list.

Second Call: Secure sales figures indicating volume of dealer's sales by classes and variety. Data as to brands and makes handled. Questions 6, 7, 9, 12, 13 and 14.

Third Call: Information regarding consumer trends and buying habits. Questions 8 and 10.

Fourth Call: Information regarding jobbers and distributors. Question 15.

Fifth Call: Miscellaneous information. Question 11.

Below is a suggested list of the information to be collected by the field worker. Much of it can be determined from personal observation, thus avoiding the necessity of asking the dealer too many questions. In making up report forms for the use of the field worker it is an advantage to segregate the information to be secured by personal observation from the questions to be asked the dealer.

1. **Territory. Town. Field worker.**
2. **Dealer's name and address.**

3. **Type and characteristics of store (i. e., drug, confectionery, cigar, grocery, etc.)**
4. **Location (i. e., down-town, suburban, community business center, railroad or bus station, etc.)**
5. **Characteristics of patronage and class of trade.**
6. **Detailed information as to the kinds of candy handled, extent to which different varieties are featured, and which classes of goods are sold in greater volume.**
7. **Principal brands and makes carried.**
8. **Dealer's opinion as to most popular brands and varieties in his community, together with any information that can be secured from him regarding changes and trends in consumer demand and buying habits.**
9. **Relative volume of sales, different classes of goods (i. e., plain and fancy packages, bar goods, penny items, bulk mixtures, etc.)**
10. **Trends in consumer demand for competing items:**
    - **(a) Candies made by other manufacturers.**
    - **(b) Consumer preferences for other types of sweet goods, cakes, fruits, ice cream, etc.**
11. **Price trends:**
    - **(a) Resale prices, and influence of these on consumer purchases.**
    - **(b) Wholesale prices. Prices quoted by competitors.**
    - **(c) Margin and mark-up expected by dealer as necessary to cover his overhead.**
12. **Extent to which dealer displays and features our goods.**
13. **Internal condition of store: cleanliness, arrangement of display, etc.**
14. **Is this dealer an asset? Does his handling of our goods add to or detract from our prestige?**
15. **Preference as to jobbers and comments as to their service and coverage:**
    - **(a) Jobber's name and address.**
    - **(b) Reason for dealer's preference.**
    - **(c) Comments as to jobber's salesmen and sales ability; delivery service; credit and collection practice:**
      - **(a) Frequency and dependability.**
      - **(b) Freshness, appearance, and condition of goods on arrival.**
    - **(d) What class of goods does jobber push to best advantage?**
    - **(e) What brands or lines does jobbers's salesman feature when calling?**
    - **(f) Is jobber inclined to favor his own private brands.**
    - **(g) General reputation of jobber.**

Data of this nature will facilitate the selection of the jobber best fitted to handle the line. Of course, it may show up the fact that none of the jobbers in the territory are really doing an effective job and that some other agency must be adopted.

It will be appreciated that the information on the above list relates not only to the effectiveness of wholesalers, but also indicates the value of retail outlets. Much of it is needed in studying consumer trends. If dealers can be prevailed upon to give actual figures as to sales volume and the quantities of the different varieties sold, it will add materially to the accuracy of the study. In many instances these quantities may be readily computed from the dealers' invoices for candies purchased.

In interpreting data regarding jobbers, the fact that the largest and strongest jobber in the community may sometimes have numerous other lines and rather close connections with certain manufacturers should be considered and investigated. Such connection might preclude the possibility of his sales force giving the new line effective representation. It may prove that a wholesaler less well established is in a position to secure larger sales. If satisfactory representation cannot be secured through established jobber outlets, the manufacturer should investigate, as an alternative, the establishment of his own branch office. As a rule, a resident salesman located in the principal city of a territory is more effective than a salesman traveling out of the home office. It is always much easier for the former to adjust the schedule of his visits and the time of his calls to the convenience of the dealers.

Manufacturers will do well to look into the facilities and services offered by local commercial warehouses when they are considering the establishment of branch offices. Oftentimes goods can be shipped to a local warehouse in carload lots and then reshipped out as needed by dealers more effectively and economically than to have all shipments made direct from factory to the dealer.

Evaluating Territories

When the relative merits of various retail outlets have been estimated and the effectiveness of different wholesale channels of distribution appraised, the next step in selective merchandising is the evaluation of territories. It is of prime importance in comparing the relative merits and potentialities of various territories that the executive in charge of this work train himself to think in terms of individual communities. This is accomplished by having all figures compiled on the basis of the individual communities in each territory.

Data Needed

As a basis of territorial evaluation, the following information will be required regarding the territories under inspections:

(a) Population and average income or wealth of each major community. (Source: U. S. Census.)

(b) Number of retail and wholesale outlets. (Source: U. S. Census of Distribution.)

(c) Sales of Confectionery in each major class of stores by the State, and by principal communities of each State. (Computed from U. S. Census of Retail Distribution.)

(d) Analysis of company's sales in each community showing both total volume and net profit earned. (Source: Company's own sales record.)

(e) Freight, parcels post, express, or other delivery cost to each community in territory and grouped by zones. (Source: Traffic department or transportation agency.)

(f) Estimate of total sales expense to cover each community. (Computed from company's previous experience.)

The analysis of each territory will be facilitated by using a large outline map mounted on beaver board or some similar substance firm enough to hold thumb tacks securely. The first step in the preparation of

(*Continued on page* 45)

Estimated Sales of Confectionery and Nuts in Ohio

Computed from U. S. Census of Retail Distribution—State Series No. R-104

Similar figures for principal cities can be computed from data for these cities shown in State Series Report.

Food Group	% of Each Commodity Sold to Total Sales of Stores Selling Such Commodity	% of Each Commodity Sold to Total Sales of All Stores in Same Classification	Net Sales (1929)	Approx. Volume of Confectionery and Nut Sales of This Group (Derived Figure)
Confectionery Stores—				
Confectionery and Nuts	31.4	31.4	$ 39,742,657	$ 12,479,194.30
Delicatessen Stores—				
Confectionery and Nuts	6.5	3.0	8,963,068	268,892.04
Fruit Stores and Vegetable Markets—				
Confectionery and Nuts	5.5	1.5	15,439,291	231,589.36
Grocery Stores Without Meats—				
Confectionery and Nuts	2.3	1.7	174,971,071	2,974,508.21
Grocery Stores With Meats—				
Confectionery and Nuts	3.2	1.9	264,823,939	5,031,654.84
Meat Markets With Groceries—				
Confectionery and Nuts	1.8	.8	41,701,029	333,608.23
Bakeries—				
Confectionery and Nuts	12.9	1.1	16,158,839	177,747.23
General Merchandise Group				
Department Stores With Food Departments—				
Confectionery and Nuts	.8	.5	46,636,319	233,181.59
Department Stores Without Food Departments—				
Confectionery and Nuts	.5	.2	234,859,692	469,719.38
General Merchandise Stores With Food Departments—				
Confectionery and Nuts	.9	.5	5,306,415	26,532.07
Variety, 5c and 10c, and to $1 Stores—				
Confectionery and Nuts	10.0	6.0	65,819,601	3,949,176.06
Restaurants and Eating Places				
Cafeterias—				
Confectionery and Nuts	4.0	1.1	13,193,001	145,123.01
Lunch Rooms—				
Confectionery and Nuts	13.0	5.4	23,911,727	1,291,233.26
Restaurants With Table Service—				
Confectionery and Nuts	3.6	1.7	59,943,102	1,018,932.73
Fountain—Lunches—				
Confectionery and Nuts	15.7	7.2	1,868,721	134,547.91
Lunch Counters—				
Confectionery and Nuts	6.8	3.1	10,689,529	331,375.40
Other Retail Stores				
Feed Stores With Groceries—				
Confectionery and Nuts	3.0	.6	2,222,522	13,335.13
Cigar Stores With Fountains—				
Confectionery and Nuts	3.8	1.3	905,470	11,771.11
Cigar Stands—				
Confectionery and Nuts	4.3	1.2	6,861,593	82,339.11
Cigar Stands Without Fountains—				
Confectionery and Nuts	8.4	1.5	15,234,946	228.524.19
Drug Stores—				
Confectionery and Nuts	4.6	2.0	33,912,610	678,252.20
Drug Stores With Fountains—				
Confectionery and Nuts	4.5	2.8	56,906,617	1,593,385.27
News Dealers—				
Confectionery and Nuts	3.7	.3	5,786,680	17,360 04
Total approximate sales of stores indicated, computed on basis of percentage shown in second column				$ 31,721,892.67

Movement *of* Diffusible Substances *in* Food Products

Report of a lecture by Robert Whymper on Preparation of Cacao given before Chemical Societies

THERE was a very good attendance at the meeting held on the evening of April 14th at Havemeyer Hall, Columbia University, when two papers were read—the first by Dr. Howard L. Bender on "Recent Chemical Progress in the Synthetic Resin Industry," the second by Mr. R. Whymper on "The Movement of Diffusible Substances in Food Products 1. Preparation of Cacao." The meeting was a joint meeting of the Societé de Chimie Industrielle, with the American Chemical Society (N. Y. Section), American Institute of Chemists, American Electrochemical Society, and the Society of Chemical Industry (N. Y. Section), and both papers were of considerable interest.

Dr. Bender's address on Synthetic Resins was a clear technical and scientific discussion of the progress made in the industry that resulted in Bakelite and that is producing far reaching effects in a variety of other manufacturing industries. Mr. Whymper's paper which is of especial interest to our readers was to have covered the different changes taking place in the fermentation of cacao. For reasons of his own, Mr. Whymper preferred to deal with the subject lightly and with some humor—possibly because he felt that the audience had been sufficiently sated with scientific data, possibly because of the growing lateness of the hour, possibly because it is bad to be too serious these days or possibly because he saw that there were among the audience a number of young men accompanied by their equally young lady friends who wanted brightening. In any case, the lecturer poked fun at every branch of the industry and did not spare himself when it came to describing what he called the amusing condition of the cacao industry. But, beneath the somewhat caustic humor at times, there was no mistaking Mr. Whymper's seriousness when he repeated throughout his address that there was a crying need for cooperation between planters and manufacturers and for systematic and organized research work for the betterment of the industry.

The address which was delivered ex-tempore and, as far as we could see, without reference to notes, took its color from Mr. Whymper's opening remark when he said that "It was the finest example of pathos" he could imagine, and he could not invent a better, "to be following Dr. Bender who represented a new and progressive industry by an address on the cacao industry which is one of the oldest in existence and as unprogressive as any industry could be."

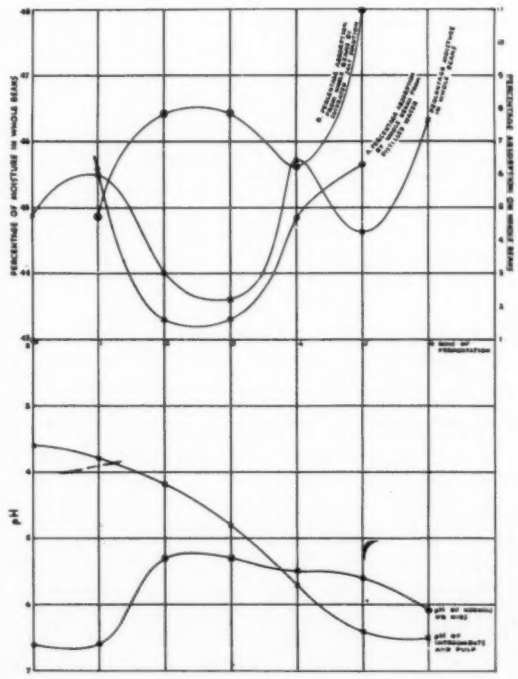


FIGURE 1

Top: Curve showing percentage of moisture in cacao over a 6-day fermentation, compared with curves showing changes in permeability of the integuments during the same period.

Bottom: Changes in pH of kernels and of integuments and pulp during a 6-day fermentation.

After comparing the enterprising, new and well-patronized industry of synthetic resins, that owes its existence to research chemists, with the apathetic, age-old and unpatronized cacao industry that is practically devoid of research chemists except those engaged in agricultural stations, the lecturer pointed out that the chemistry of the cacao industry is almost entirely confined to routine work and the detection of adulteration.

Mr. Whymper passed on to mention the old Mexican god, Quetzalcoatl, as the only patron of the cacao industry, seeing that the divine methods of planting, growing and fermenting cacao had not been improved upon, and this side of human interest to the cacao industry was given some time in the address accompanied by a number of interesting and amusing stories that seemed to appeal to the audience.

When the scientific side of the fermenting of cacao was reached, a brief resumé of cacao growing and fermenting was given, and Mr. Whymper gave some experiences of his work on the plantations illustrated by lantern slides.

The main point stressed from a number that appear in the original paper, which we have seen and which includes several contributions of scientific interest on the subject of cacao fermentation, was the gradual disappearance of the cacao red and tannins from the kernels during a 6-day fermentation. This point was admirably illustrated by photographs (two of which are here included) showing on the one hand changes in pH between kernels and outside pulp, and, on the other hand, the direction of movement of the juices of the fermenting cacao during the fermentation period.

The photographs that appealed most to the audience and that were shown both by color and black and white lantern slides (Fig. 2) were those illustrating drop tests of watery extracts of the nibs or kernels and shells, or integuments on ferric chloride test-papers. By making these tests daily over 6-day fermentations, Mr. Whymper was able to show the gradual transfer of most of the tannins from the nibs or kernels to the shells or integuments during fermentation. Thus, in Figure 2 which is a direct contact print of an actual test-paper made, if the outer ring of drops be followed in a clock-wise direction, the first and darkest spot shows the effect of the large amount of tannins in the kernels of cacao fresh from the pod, each succeeding spot showing less and less of the dark tannin compounds as fermentation proceeds and as they affect the ferric chloride on the test-papers. The inner ring of drop followed in the same direction shows the tannins present in the integuments of shells, and it will be observed that when fresh from

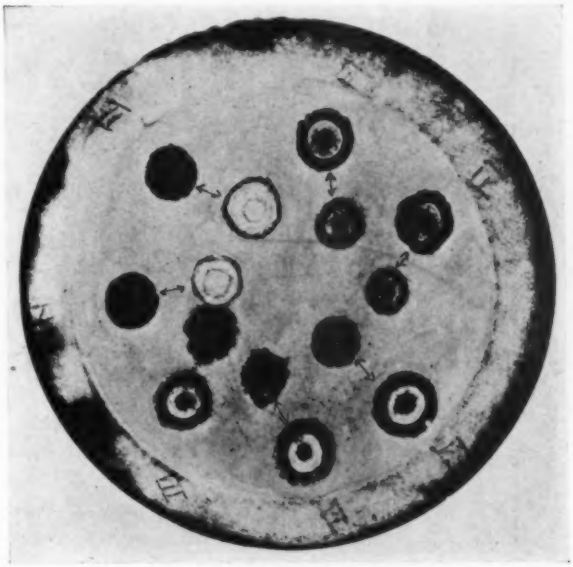


FIGURE 2

Drop test of aqueous extracts of kernels (outer ring) and of integuments and pulp (inner ring) on ferric chloride test-paper during a 6-day fermentation. Note the gradual transfer of tannins from the nibs to the shells or integuments as fermentation proceeds.

the pod there are no tannins to be found in the shells to darken the ferric chloride, whereas, as fermentation proceeds, more and more of the dark tannins accumulate in the shells as they are reduced in the kernels during fermentation. Similarly, color changes in the red coloring matter of cacao were shown by a colored lantern slide which, unfortunately, cannot be reproduced here.

This method shown by Mr. Whymper seems to be an admirable test for determining the astringency of commercial cacao as it appears on the market, though the lecturer rather discounted any credit for himself by saying that Pliny the elder about 80 A. D. used a similar method when testing for adulteration of blue vitriol by green vitriol; in that case, Pliny took a piece of papyrus dipped in oak-gall as his test-paper. However, since such a test constitutes a means of determining the extent to which the fermentation of cacao has been carried, it would certainly appear to be, as Mr.

(*Continued on page* 45)

4 WAYS TO SAVE MONEY

1 START YOUR COOKING The "SIMPLEX" WAY

THE FINEST CREAM FONDANT OR HARD CANDY — COOKED IN THE SAME COOKER : : :

Whether you are making creams or hard candy, we can show you definite savings with a SIMPLEX COOKER and COOLER.

HAND-ROLL FONDANT

The SIMPLEX enables you to produce large volume of highest quality HAND-ROLL FONDANT with a minimum of equipment, space, time and labor—up to about 250 lbs. every 15 minutes, ready for immediate creaming —and ONE FIVE-FOOT OPEN BEATER takes care of it.

FOR HARD CANDY

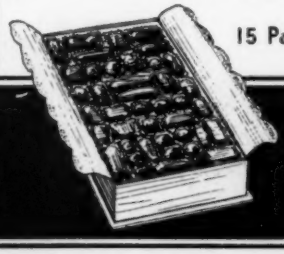
The SIMPLEX represents many advantages in producing an all-sugar or any proportion of sugar and corn syrup candy of crystal clearness, maximum dryness and with a longer shelf life. Each batch is ready, when poured, for immediate working on the slab.

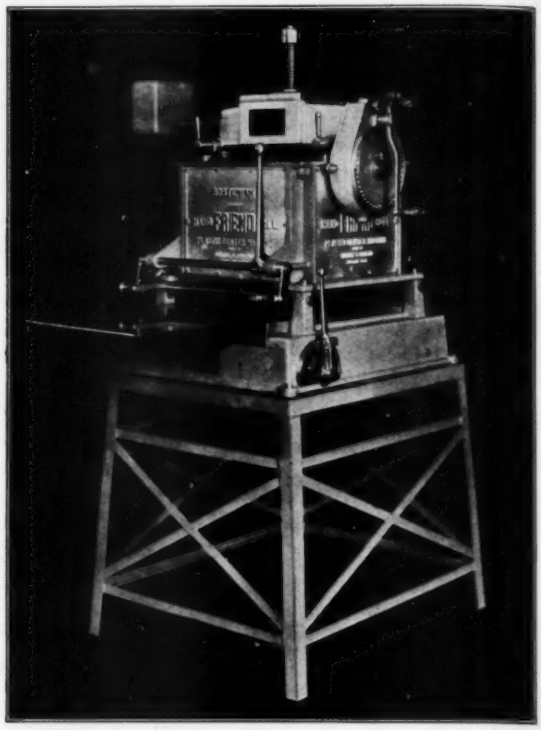


You will profit by investigating the latest model SIMPLEX VACUUM COOKER AND COOLER. Write for details.

Patent Applied For

Manufactured by
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15 Park Row New York City





Patented

2 The "FRIEND" WAY

VOLUME HAND-ROLLS IN ANY PRICE RANGE NO STARCH—NO REMELT

No condition is more serious to a producer of cast creams than to have his competitor offer HAND-ROLLS—for with the same materials, in 10% of the space and at a lower production cost, he can deliver higher quality in any price range or volume. It is the FRIEND PROCESS that makes the QUALITY and it is a clean process. Fruit, nut or cocoanut centers of any shape.

The new BOSTONIAN model with its many innovations, thermostatic temperature control—automatic uniform deposits by hand or motor drive. Write me for details.

Manufactured by

HARRY L. FRIEND
52 India Street BOSTON, MASS.

SALES AGENTS

THE V. O. HERMANN C

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PRODUCTION ENGI

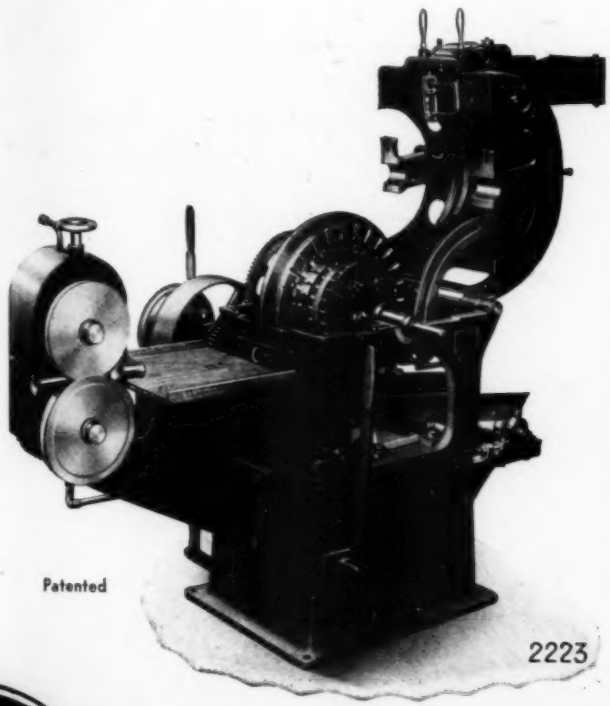
NEY *and* IMPROVE QUALITY

3 The "SENIOR" WAY

A WIDE VARIETY OF CANDY MADE ON ONE MACHINE : :

This combination Sucker, Plastic and Tablet machine is one of the most versatile units available to the candy manufacturer.

It produces die-cut suckers, solid, filled or honey-combed. It also makes plastic filled candies, balls, berries, eggs, clear tablets, waffles, buttercups, etc. Truly another angle of profitable candy production—installed on approval.



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Manufactured by

The V. O. HERMANN CORP.

15 Park Row New York City



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4 The "HOLMBERG" WAY

COOK YOUR BATCHES IN 25% LESS TIME WITH THIS NEW TYPE KETTLE

This new HOLMBERG kettle is a great improvement over previous types of jacketed kettles, offering many advantages in cooking efficiency, better quality and more batches per day.

Actual tests have shown that batches can be cooked in 25% less time due to its oversized heating surfaces. Write for particulars.

HOLMBERG kettles have stood supreme for dependability for many years. You take no chances with Holmberg equipment.

Manufactured by

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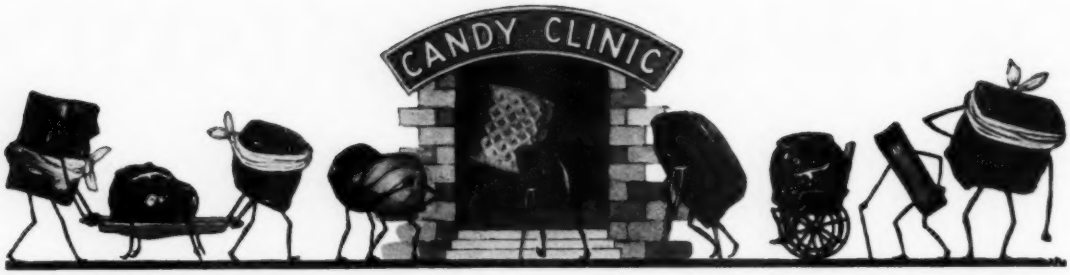
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SALES AGENTS

N CORPORATION

ON ENGINEERS 15 Park Row, NEW YORK



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month a number of samples of representative candies are picked up at random. Each sample represents a bona-fide purchase in the retail market so that any one of these samples may be yours

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

Next month we will discuss Marshmallows, Fudge and Caramels.

High Priced Packages

Code 5A 33

Assorted Home Mades and Chocolates—1 lb.—$1.25

(Purchased in candy store, Chicago, Ill.)

Appearance of Package: Good.

Box: A round tin, in blue and white stripes. Outside wrapper of white parchment paper, tied with blue ribbonzine.

Appearance of Package on Opening: Good.

Chocolate Coating: Dark and light.
- **Colors:** Good.
- **Gloss:** Fair.
- **Strings:** Good.
- **Taste:** Good.

Dark Coated Centers—
- **Nut Cream:** Good.
- **Peppermint Creams, Rings:** Good.
- **Lemon Gumdrops:** Good.
- **Cream Walnut:** Cream dry.
- **Ginger:** Good.
- **Vanilla Cream:** Good.
- **Chocolate Cream:** Good.
- **Maramallow:** Marshmallow tough.
- **Molasses Plantation:** Good.
- **Chocolate Paste:** Good.
- **Cream Brazil:** Cream hard.
- **Vanilla Coconut Paste:** Good.
- **Vanilla Caramel:** Good.

Milk Coated Vanilla Butter Cream: Cream dry.

Foil Cup: Fruit cream fair.

Peppermint Cream Pattee: Fair.

Assorted Bonbons: All were hard and dry.

Sugared Almond: Fair.

Burnt Almonds: Color poor.

Chocolate Caramel Almond: Good.

Caramel Kiss: Good.

Coconut Pattee: Good.

Vanilla Wrapped Caramel: Good.

Crystallized Jellies: Good.

Marshmallow and Peppermint Jelly: Marshmallow tough.

Solid Chocolate Pieces: Good.

Chocolate Parfeit Paste: Good.

Large Nonpariel Pattee: Good.

Wrapped Nut Nougat: Good.

Assortment: Fair.

Remarks: This box is not up to the $1.25 standard. Assortment was too small and some pieces were entirely too large. Bonbons were hard and dry. We suggest these bonbons be crystallized to keep them in good condition. The manufacturing needs checking up as centers are not up to standard. The box was not in the class of tin boxes that are put out at this price. Entire package needs revamping if a good sale is expected at the price of $1.25 the pound.

Code 5B 33

Assorted Chocolates—1 lb.—$1.25

(Purchased in a retail candy store, New York City)

Appearance of Package: Good.

Box: Hexagon paper box, orchid printed with blue garden scene. Gold extension edged, tied with pink ribbon and a spray of pansies; Cellophane wrapped.

Appearance of Box on Opening: Good.

Chocolate Coating: Milk.
- **Color:** Good.
- **Gloss:** Fair.
- **Strings:** Good.
- **Taste:** Good.

Centers—
- **Solid Chocolate Pieces:** Good.
- **Orange Cream:** Good.
- **Caramallow:** Good.
- **Vanilla Caramel:** Good.
- **Vanilla Fudge:** Good.
- **Nut Nougat:** Good.
- **Maple Pecan Cream:** Good.
- **Hard Candy Blossom:** Good.
- **Filbert Cluster:** Good.
- **Glacé Pineapple:** Good.
- **Brazil:** Good.
- **Single Filbert:** Good.
- **Apricot Fruit:** Good.
- **Date:** Good.
- **Nut Nougat:** Good.
- **Raspberry Cream:** Good.
- **Almonds:** Good.
- **Chocolate Paste:** Good.
- **Glacé Pineapple:** Good.
- **Molasses Plantation:** Good.
- **Vanilla Nut Caramel:** Good.
- **Fig Paste:** Good.
- **Fruit Cream:** Good.
- **Hard Nut Nougat:** Good.

Assortment: Good.

Remarks: This assortment was good and the candy was of good quality. Suggest that a small label be placed on top of the Cellophane wrapper stating "Milk Chocolate." The package may be purchased by somebody who may not like milk chocolate. While the top of the box is not cheap looking it is a trifle too gaudy for a high priced box. Too many colors are used and a top of this kind does not call for a ribbon or spray of flowers. Most boxes of this priced goods are plain but artistic.

Code 5C 33

Assorted Chocolate Nuts—1 lb.—$1.25

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good.

Box: Gold embossed with black lettering; Cellophane wrapped. Neat and very attractive.

Appearance of Box on Opening: Fair. (See remarks.)

Chocolate Coating: Dark.

Color: Good.

Gloss: Good.

Strings: Good:

Taste: Good.

Centers—

Large Single Almonds: Good.

Large Single Walnuts: Good.

Brazils: Good.

Large Single Pecans: Good.

Pistachio Clusters: Good.

Large Single Cashews: Good.

Filbert Clusters: Good.

Triple Almonds: Good.

Pecan Triples: Good.

Solid Chocolate Cup with Nuts: Good.

Milk Chocolate Ting-Ling Wafers: Good.

Assortment: Good.

Remarks: It has been some time since the Clinic has examined a box of chocolate nuts that is all nuts. As a rule the nut boxes contain nut nougat, nut fudge, nut caramel, etc., also a few single nuts are found in some of these boxes. This box was labelled chocolate nuts and it was 100 per cent nuts. The quality of the coating and nuts was exceptionally good. Large fresh tasting nut meats and the right amount of coating. Packing was too loose; suggest a gold foil liner be used and a gold top divider to keep the pieces in place and give the box a better appearance on opening. Also suggest a few top pieces as half dipped almonds, a foil cup or two in place of the paper ones. Also two or three pieces gold foiled. Salted nuts dipped in chocolate are very good eating; a few would taste good in a box of chocolate nuts. With a few changes in packing this box ought to "go places."

Code 5D 33

Assorted Chocolate Chews and Nuts—1 lb.—$1.25

(Purchased in a department store, San Francisco, Calif.)

Appearance of Package: Good.

Box: One-layer, extension bottom, top had slanting sides. Printed in silver, black and green design. Tied on one end with silver tinsel ribbon, Cellophane wrapped.

Appearance of Box on Opening: Fair. (See remarks.)



Coating: Light and dark.
Light Coating—
Color: Too light.
Gloss: Fair.
Strings: Good.
Taste: Good.
Dark Coating—
Color: A trifle too dark.
Gloss: Good.
Strings: Fair.
Taste: Good.
Dark Centers—
Foiled Vanilla Chew: Good.
Vanilla Nut Fudge: Good.
Butter Crunch: Good.
Vanilla Coconut Paste: Good.
Vanilla Walnut Cream: Good.
Almond Cluster: Good.
Vanilla Cream Brazil: Good.
Vanilla Nut Fudge: Good.
Vanilla Plain Caramel: Good.
Light Coated Centers—
Vanilla Nut Fudge: Good.
Butter Crunch: Good.
Vanilla Caramel: Good.
Molasses Plantation: Good.
Almond Cluster: Good.
Chocolate Caramel: Good.
Brazil: Good.
Walnut Cluster: Good.

Assortment: Too small. Size of pieces too large.

Remarks: This box is not up to the $1.25 standard. Pieces are too large, coatings are not of the $1.25 a pound standard. Assortment entirely too small. When box is opened the appearance was not good. The packing was too loose and a number of pieces were on their sides, some turned over. Suggest a gold foil liner be used and a good top divider be used to keep the pieces in place and improve the appearance of the box when opened. The most popular size pieces for this priced candy are at least 50 pieces to the pound or smaller. The assortment needs an additional six to eight centers to make it a good assortment. The box is at least ⅛ inch too high. Suggest a linen Cellophane be used in place of plain Cellophane wrapper.

Code 5E 33

Assorted Chocolates—8 oz.—$1.00
(Purchased in a drug store, New York City)

Appearance of Package: Small but good looking.

Box: Round blue tin with name in gold, packed in a folding carton of gold with picture of tin printed in blue on the top.

Appearance of Box on Opening: Good. Top pieces of half dipped almond, glacé cherries, pistachio truffle, one gold foiled piece, no cups used. All small pieces.

Chocolate Coating: Dark.
Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.
Centers—
Glacé Cherries: Good.
Half Dipped Almond: Good.
Pistachio Truffle: Good.
Foiled Soiled Chocolate Acorn: Coffee flavor; good.
Jelly and Filbert: Good.
Vanilla Marshmallow: Fair.
Chocolate Caramel: Good.
Chocolate Paste and Filbert: Good.
Orange Cream Chocolate Paste: Good.
Chocolate Nut Caramel: Good.
Raspberry Jelly: Good.
Almonds: Good.
Vanilla Butter Cream: Good.
Raspberry Cream: Good.
Lemon Cream: Good.
Brazil: Good.
Vanilla Coconut Paste: Good.
Date: Good.
Ginger: Good.
Cream and Chocolate Paste: Good.
Glacé Pineapple: Good.
Filbert Cluster: Good.
Nut Hard Nougat: Good.
Walnut: Good.
Pistachio Cream, Pistachio Nut on Top: Good.

Assortment: Good.

Remarks: These chocolates are of the finest quality, centers and coating being of the best. The box was well packed and the candy in good condition, no cups being used. While there is no fault to be found in any way, this candy is high priced at $2 the pound.

DUE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.

Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time. —Editor.

Code 5F 33

Assorted Chocolates—1 lb.—$1.50
(Purchased in a drug store, New York City)

Appearance of Package: Good.

Box: Gold metal printed in black, packed in folding gold carton with open face, tied with gold cord, gold and black square seal. Cellophane wrapped. A neat and attractive package.

Appearance of Box on Opening: Good. Three gold foiled pieces on top, envelope liner of glassine.

Chocolate Coating: Dark.
Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.
Centers—
Apricot Jelly: Good.
Nut Taffy: Good.
Fruit and Nut Paste: Good.
Hard Candy Nut Blossom: Good.
Chocolate Paste: Good.
Caramel Hard Center: Good.
Chocolate Nougat: Good.
Vanilla Caramel: Good.
Raspberry Nut Jelly: Good.
Nut Nougat: Good.
Orange Skin: Good.
Glacé Pineapple: Good.
Chocolate Caramel: Good.
Nut Paste: Good.
Hard Candy Jelly Blossom: Good.
Nut Hard Nougat: Good.
Foil Cup Chocolate Paste: Good.
Chocolate Tablet: Good.
Foiled Praline (Filbert): Good.
Chocolate Paste Cracker Stick: Good.
Chocolate Panned Raisins: Good.
Chocolate Panned Almonds: Good.
Chocolate Panned Orange Peel: Good.

Assortment: Good.

Remarks: The candy in this box is of good quality. Pieces were of good size. Box was well packed and neatly finished. Box is attractive and a good quality looking package for this priced goods.

Code 5G 33

Assorted Chocolates—12 oz.—$1

(Purchased in a drug store, New York City)

Appearance of Package: Good. One foil piece on top, Cellophane bag with mint cordials.

Container: Basket made of cane, open top, tied with yellow satin ribbon, silver seal; silver candy tongs; Cellophane wrapped.

Coatings: Dark and milk.

Dark Coating—
- **Color:** Good.
- **Gloss:** Good.
- **Strings:** Plain; Good.
- **Taste:** Good.

Milk Coating—
- **Color:** Good.
- **Gloss:** Good.
- **Strings:** Plain; good.
- **Taste:** Good.

Dark Coated Centers—
- **Nut Nougat Stick:** Good.
- **Orange Peel:** Good.
- **Walnuts:** Good.
- **Chocolate Caramallow:** Good.
- **Orange Cream:** Fondant good, lacked flavor.
- **Glacé Pineapple:** Good.
- **Solid Chocolate with Filbert:** Good.
- **Mint Marshmallow:** Good.
- **Nut Taffy:** Good.
- **Green Cordials:** Good.

Milk Chocolate Centers—
- **Vanilla Caramel:** Tough.
- **Hard Candy Blossom:** Fair.
- **Nut Nougat:** Good.
- **Vanilla Marshmallow:** Good.
- **Chocolate Paste:** Lacked flavor; fair.
- **Brazil:** Good.

Assortment: Fair.

Remarks: This container is high priced at 12 ozs. for $1. This is in the $1.25 the lb. class of candy and is not up to standard. Assortment was small, pieces were fairly large and while quality was good the centers were not in the class of this priced goods. Considerable more nuts are needed in this assortment, also more expensive centers. The hard candy blossoms, green marshmallow chocolate paste piece and vanilla marshmallow were poor eating and not up to standard. The orange cream lacked flavor. At the price of raw materials today, a very fine assortment of candy can be made at the price of this package.

Code 5H 33

Assorted Chocolates—1 lb.—$1.00 (Was $1.50)

(Purchased in a railroad depot, Boston, Mass.)

Appearance of Package: Good.

Box: Yellow gold tin printed with gold and black panels. Gold and black tassel cord. Attractive and distinctive looking; Cellophane wrapped.

Appearance of Box on Opening: Good; four foiled pieces on top layer.

Chocolate Coating: Dark.
- **Color:** Good.
- **Gloss:** Good.
- **Strings:** Good.
- **Taste:** Good.

Centers—
- **Peppermint Cream:** Good.
- **Molasses Coconut:** Good.
- **Vanilla Butter Cream:** A trifle rancid.
- **Nougat:** Good.
- **Molasses Plantation:** Good.
- **Raspberry Cream:** Lacked flavor.
- **Orange Cream:** Good.
- **Coffee Cream:** Good.
- **Parfeit:** Good.
- **Glacé Pineapple:** Good.
- **Sponge:** Good.
- **Raisin:** Good.
- **Vanilla Caramel:** Good.
- **Vanilla Fudge:** Good.
- **Butterscotch:** Good.
- **Brazil Nut:** Good.
- **Maple Nut:** Good.
- **Almonds:** Good.
- **Chocolate Caramel:** Good.
- **Raisin and Nut:** Good.
- **Peppermint Hard Candy:** Too hard.
- **Ting Ling:** Good.
- **Ginger:** Good.
- **Filbert:** Good.

Assortment: Good.

Remarks: This box sold for $1.50 the pound, has been reduced to $1. Suggest the hard candy peppermint piece be sponged as it was too hard. The raspberry flavor was not strong enough; hardly any flavor could be tasted. Suggest additional nut meats be added also more nuts used in the centers. The buttercream was not good tasting, it had a rancid taste. Buttercreams do not "stand up" for any length of time; suggest this piece be replaced. Flat pieces of sponge, raisins, almonds and ginger were coated too heavily. These pieces do not eat well if coated too thick.

Code 5I 33

Assorted Chocolates—1 lb.—$1.75

(Purchased in food store, Chicago, Ill.)

Appearance of Package: Good. Packed in white carton tied with pink ribbonzine.



Box: Vari-colored striped box, name printed in purple, pink and purple tassel cord.

Appearance of Box on Opening: Fair. (See Remarks.) Four foil pieces on top. All small pieces.

Chocolate Coating: Dark.
- **Color:** Good.
- **Gloss:** Fair.
- **Taste:** Good.

Centers—
- **Glacé Fruit:** Good.
- **Vanilla Cream:** Fair.
- **Date and Jelly:** Good.
- **Fruit Nougat:** Good.
- **Orange Peel:** Good.
- **Cashew:** Good.
- **Molasses Coconut Paste:** Good.
- **Nut Butterscotch:** Good.
- **Vanilla Chewey Taffy:** Good.
- **Cordial:** No flavor could be tasted.
- **Ginger:** Good.
- **Vanilla Caramel:** Good.
- **Plain Butterscotch:** Good.
- **Almond:** Good.
- **Pecan:** Good.
- **Butter Crunch:** Good.
- **Glacé Pineapple:** Good.
- **Filbert:** Not roasted enough.
- **Pistachio Nut:** Good.
- **Cordial:** Very poor flavor.
- **Dark Cream:** No flavor could be tasted.
- **Round Cream:** No flavor could be tasted.
- **Chocolate Panned Chocolate Drop:** Good.
- **Parfait:** Good.
- **Sponge Chip:** Good.
- **Walnut:** Good.
- **Apricot Jelly:** Good.
- **Fig and Jelly:** Good.
- **Chocolate Paste:** Good.
- **Foil Cup Vanilla Cream:** Good.
- **Foil Cup Chocolate Paste:** Good.
- **Foil Cup Cream and Fruit:** Fair; could not tell what fruit was.

Assortment: Good.

Remarks: Appearance of box was poor on opening, the sprills had come off and were all over the box, causing a dust that spoiled the gloss. Pieces were turned over and out of place. A divider is needed in both layers. Candy is not up to the standard, creams were dry and short, flavors were poor, hardly any flavors could be tasted in the creams. Some of the centers were too small. The box and finishing of the package were good. Neat and attractive, but candy is not up to standard. Assortment needs careful revamping, also the manufacturing of centers. This is high priced at $1.75.

(*Continued on page* 56)

Eric Lehman Comments on

High Priced Packages *and* Assorted Chocolates

HIGH priced chocolates, in the $1.25, $1.50, and $2.00 price range, are handled by but a comparatively few retail outlets under present market conditions. A year ago the volume of this class of business was rather good among the outlets catering to a selective trade but since last fall the scale of high priced assorted chocolates in the majority of stores has been cut close to the dollar mark or less. Many high class confectioners have cut their $1.50 and $1.25 packages to $1.00 because of the decrease in sales even to their most discriminating patrons.

Most of the chocolates and bon bons sold today at $1.25 are found in confectionery stores, high priced drug stores, and stands in the vicinity of "gold coast" hotels and similar areas, although some gift packages in this range are handled more widely.

Undoubtedly the assertions that the quality has been maintained among those which have been reduced in this higher price range are generally true, but in some instances it is a question whether some should be in the upper brackets and are worth the money. Discriminating patrons eventually compare these chocolates with the many offered at seventy cents to one dollar and the unfavorable comparison made by those of mediocre quality at $1.25 and up causes a gradual loss of business. Retailers offering this class of goods would do better to reduce their price along with their more aggressive merchandising competitors. Of course this does not apply to those offering the very best in quality in the upper brackets.

Generally speaking, however, the packages containing the $1.25 to $2.00 assortments do not have an appearance in keeping with the price. Many two-pound packages in this price range are as attractive, and in some instances give an impression of higher quality. We do not advocate expensive boxes at the sacrifice of quality in the merchandise, but certainly the highest priced candy per pound offered the public should be contained in packages of distinction and character, employing the best elements in modern package design which reflect good taste, high class, and distinctive individuality. The average high priced package is too gaudy and glittering in color or too ornate in design. Gold and silver and metal are most common, but they are usually overdone—losing the intended effect of quality to an impression of cheapness or, at best, just ordinary. Now and then, however, we see a box that stands out above the rest because of its sparing use of the superlatives in color, design, and materials—evidencing the skill of an artist in its plan and execution.

In regard to assorted chocolates from the standpoint of sales, we find that the merchandisers in the general trade maintain that $1.00 per pound is the top price for boxed chocolates that move in appreciable quantities. The popular sellers are priced from 49 cents to 80 cents per pound.



The value in some of the 49c, 50c, 60c, and 70c boxes is surprising. The quality of the centers and coating is good; most all are hand dipped goods. In the boxes themselves, we find some goodlooking tops, extension edges, and cellophane wrappers. The quality in some of the 50c boxes is as good as we find in some of the $1.00 packages.

After visiting a number of retail outlets with the intention of purchasing one pound boxes over $1.00 and could not find any, we decided to visit two large railroad depots. The candy stands in these large railroad depots always have had a number of pound packages priced over $1.00, but we found that now they do not have any packages over $1.00 a pound.

$1.00 a Pound the Popular Price for Quality Candies

Most all the old $1.50 a pound boxes, evcepting Whitman's Sampler, have been reduced to $1.00 the pound. Another surprising thing was that these stands are selling one pound boxes at 29c, 39c, and 49c. A short time ago, these stands never sold a package cheaper than $1.00 a pound.

Without question the high priced pound boxes are a thing of the past and, no doubt, it will be some time before we see any $1.25, $1.50, and $2.00 pound boxes of candy in general distribution.

The 29c a pound chocolates which have caused no end of trouble to the better class of package houses are also on the down grade. Some retailers say these boxes are not selling any more. One reason being that the quality after the first or second lot was not as good as the first lot. Some of these 29c boxes examined by the Clinic could not be made at a profit. As soon as a few raw materials take a small raise in price these boxes will be short lived, regardless of quality. Let us hope that it will be soon. This type of box has done more to hurt the candy business the past year than anything else. The manufacturer has done well to sell this type of box at cost. Without doubt, most of these boxes are put out at a loss.



"No Admittance to Germs"

THAT was the message proclaimed to the thousands of Easter visitors to Atlantic City by the elaborate candy-Cellophane display featured in one of the DuPont Company's boardwalk window displays. The message, "No Admittance to Germs," was effectively demonstrated by a large array of candy produced by various manufacturers whose products are protected by Cellophane.

This sort of educational publicity —of getting candy into the purchaser's hands as clean and fresh as the day it was made—is unquestionably stimulating to candy sales.

Be it said for the DuPont Company, they have never overlooked an opportunity to boost their users' products while at the same time promoting their own. It would not be surprising to us to learn that the amount of advertising they have given to candy through their own national advertising, amounts to as much if not more than that actually paid for by the manufacturing confectioners themselves. Such cooperation is deserving of a great big hand.

Chemists Find a Mold High in Fat Content

A MOLD which contains from 20 to 43 per cent fat has been discovered by chemists of the U. S. Department of Agriculture. The composition of the fat is unknown; but if it has properties which ordinary fats do not have, it may have specialized uses.

The discovery was made in a routine study of molds by Department chemists. A certain percentage of fat in a mold is not uncommon, they say, but such a high percentage as was found in this particular mold, known as *Penicillium javanicum*, is unusual. The results were reported by G. E. Ward and L. B. Lockwood, of the Bureau of Chemistry and Soils, at the recent meeting of the American Chemical Society.

In their study the chemists surveyed approximately 75 molds and found 9 which contained more than 15 per cent of fatty material. The mold producing the high percentage of fat was *grown upon glucose*. This mold grows larger and more rapidly than most of those studied.

Important results of other mold studies by the Department have been the development of methods of producing citric and gluconic acids.

Department of Commerce Report.

Premium Exposition to Be Held in Chicago

THE Third National Premium Exposition will be held this year at the Stevens Hotel, Chicago, the week of May 15 to 19. Indications are that more than 100 manufacturers will show merchandise suitable for premium use.

At the same time, the Manufacturers' Merchandise Advertising Association will hold its annual convention. The Premium Exposition is being sponsored by this Association.

Guest membership cards entitling the holder to reduced railroad rates may be obtained from H. W. Dunk, secretary of the Association, Nestle's Milk Products Company, 2 Lafayette Street, New York City, or A. B. Coffman, Exposition Manager, 35 E. Wacker Drive, Chicago, Ill.



"FUMIGATION OF INDUSTRIAL AND DOMESTIC STRUCTURES BY MEANS OF CYANEGG"—R & H Chemical Dept. of E. I. du Pont de Nemours & Co., are brief discussions of the fumigation of ships, ship baggage, flour mills and cereal factories, candy factories and stores, dairies and cheese factories, dried fruit plants, fur stores and furrier establishments, furniture warehouses and upholstered furniture factories, tobacco factories and warehouses, railroad equipment, meat packing plants; feed, general storage, grocery and seed warehouses; hotels, dormitories and households, and various others. In each instance reference is made to the kinds of pests that are encountered, whether rodents or insects.

A valuable feature of this piece of literature is a "Dosage Schedule for Fumigations" which lists the industries or structures, prescribes the quantity of fumigant, gives exposure periods in hours, and designates the major pests to be controlled.

* * *

HOW TO PUT THE WIN IN WINDOWS— Dennison Manufacturing Company have just issued this booklet with illustrations and instructions. It contains step by step directions for more than 72 conventional and seasonal windows.

The Wholesaler *and* Manufacturer In *a* Planned System *of* Distribution



•AS SPOKESMAN for his group in candy distribution, Joe Jobber presents in this column substance of interviews with leading jobbers on points of interest to manufacturers.

WHAT is going to be the outcome of this industry's present distribution chaos? Manufacturers, jobbers and salesmen are deploring the existing demoralized condition of the distribution trade, but very little constructive effort is being put forth toward developing a new order of things for the benefit of both branches of the industry at large. A new relationship must be established between the manufacturer and wholesaler if the wholesaler is ever to become an efficient distributor.

The jobber of the future will be either the same type of jobber of today or a greatly improved type of distributor, functioning on a more selective and efficient basis in close cooperation with his sources of supply. The progress of the industry in this direction will depend upon the constructive thought exercised by the constructive-minded manufacturers and wholesalers in operation today.

Encouraging strides have been made in other industries along this line. A recent discussion on "A Planned System of Distribution" by H. W. Prentis, Jr., First Vice-President of Armstrong Cork Company, in Executives Service Bulletin, outlines a commendable program worthy of our serious consideration. It is given below.

The old-time jobber was what one might term a distribution freelance. He bought as he pleased, when and where he pleased, and knew no responsibility to his manufacturing sources of supply except to pay for the goods he purchased. The picture has changed today. Those of him who remain have changed both mentally and physically. They are the channels through which flow a steady stream of identical or very similar commodities, from relatively constant and steady sources, to supply the field of retail distribution. The purpose of this discussion is to delineate and define this new relationship: the functioning of the wholesale distributor with his selected sources of supply.

The Efficient Distributor

What are the essential factors if the wholesaler is to be an efficient distributor? First, he must *earn some profit for himself*. Second, to be efficient, the wholesaler must *serve his source of supply* and his retailers equally as well as and, generally speaking, *more cheaply than any other means of distribution*. That is a large order, and the wholesaler cannot hope to achieve his objective without giving to and receiving from his manufacturing sources of supply complete cooperation.

No longer can the manufacturer and wholesaler consider themselves as two separate and distinct entities, each in his own watertight compartment. Their relations today must be shot through with mutual confidence, so that every advantage accruing to the manufacturer who distributes his goods direct to the retailer or consumer can be achieved by the manufacturer-wholesaler combination at a lower cost to both.

Unfortunately, there are manufacturers in the confectionery industry who scorn the jobbers and admit openly that the jobbers hate them. Many of their salesmanagers and salesmen realize this regrettable situation and try now and then to bring them together. But they are repudiated by their superiors. Similar animosity exists among some jobbers toward the manufacturers. This cancerous attitude must be cured if a healthy relationship is ever to exist between the individual manufacturer and his distributors.

Manufacturer's Duties

What are the manufacturer's duties and responsibilities to his wholesale distributors? Fundamentally, he must view his wholesalers as an integral part of his own organization. His responsibilities in this alliance, it seems to me, might be grouped under the following nine general heads:

First, in order to help his distributors make a profit, he must *set up the rules of the game*. In other words, he must *enunciate sound distribution policies* for the goods that he manufactures. They should

be clear and precise, and devised with the full advice and counsel of the distributors themselves.

Second, the manufacturer should *serve as a clearing house* for his distributors in respect to such data, for example, as density of distribution, condition of inventory, advertising and promotion methods for wholesalers, the training of wholesalers' salesmen, the use of sales statistics, the interchange and the study of wholesalers' operating costs.

Third, it is certainly the manufacturer's duty to *maintain the proper potential profit level for his distributors.* No manufacturer can make a profit for his distributor, but he can help to maintain the potential profit level that any good distributor may be able to realize with proper effort.

Fourth, he must *supply merchandise of appropriate quality and design.* He must maintain his own price lists on a fair competitive level as compared with those of his fellow manufacturers. He must suggest prices at which the wholesaler may sell his retailers on a basis that will assure equality of competitive opportunity for all retail outlets, big, medium and small.

Equitable Selling Prices

Fifth, the manufacturer must help his wholesaler by *distinguishing between wholesaler and retailer*, regardless of size, on the basis of the function performed in the distribution process and not merely on the basis of quantity of goods purchased. He can establish this principle, of course, by maintaining a commensurate difference in his prices to the smallest wholesaler and the largest retailer.

Sixth, the manufacturer should afford his wholesaler *adequate protection against inventory loss* in the case of price declines over which the wholesaler has no control.

Seventh, the manufacturer should *protect his distributors* in proper fashion *against undue losses due to obsolescence of styles* or patterns and designs. He should avoid all discrimination between wholesalers in respect to terms of payment and freight allowances. Moreover, he must observe meticulously his own published price list to both wholesaler and retailer.

This brings me to the *eighth* of the major duties and responsibilities of the manufacturer, a factor which frequently is overlooked or disregarded, and yet the successful carrying through of the manufacturer's policies with his wholesalers hinges directly upon it. I refer to the manufacturer's obligation to his wholesalers to *maintain a sales force of his own that is trained to cooperate with the wholesaler and not to work against him.*

Too many men are out selling goods for manufacturers who are obsessed with the idea that their primary function is to get orders from retailers regardless of the wholesaler's interest. After all, if a satisfactory and carefully planned system of distribution through the wholesaler has been devised, then the function of the manufacturer's salesman primarily is to help wholesalers make better wholesalers' salesmen, and to help make better retailers rather than to secure specific orders.

Last, but not least, it is the manufacturer's duty, his responsibility, to *select his distributors carefully.* There has been much recent discussion of selective distribution. As I see it, selective distribution simply means that it is the manufacturer's duty *not to over-saturate a given area with wholesalers (or retailers).* On the other hand, in fairness to himself he must see that sufficient outlets are available to give adequate coverage for his product.

Proper conclusions here can be reached only by securing the facts regarding distribution in each area, then setting up reasonable potentials, based upon fair averages developed by experience throughout the country. This data, in turn, can be secured only through the cooperation of the distributors themselves.

Let us now turn to the opposite side of the picture and list our conception of the wholesaler's duties and responsibilities to the manufacturer. Again, he must have the co-operative point of view at the start and regard himself in principle and in fact as a part of the manufacturer's distributing organization.

The Wholesaler's Responsibilities

I shall attempt to sum up the wholesaler's responsibilities under seven heads. *First*, it seems to me, it is the wholesaler's obvious duty to *advise and confer with the manufacturer* in respect to matters of common interest, and to give the manufacturer the benefit of impartial and unbiased counsel. In some institutions there have been organized wholesalers' committees (elected by the wholesalers themselves on a geographic sectional basis) which confer with the representatives of the manufacturer and devise distributing plans cooperatively. That procedure, it seems to me, might well be carried to a much greater extent.

Second, the wholesaler should *push every line he handles diligently*—on its own merits—and not use it merely as a convenience or bait to get other business.

Third, it is obviously the wholesaler's duty to *provide a well-trained internal organization* with sufficient intelligence and facilities to carry out faithfully all the mutually agreed upon policies.

The Wholesaler's Sales Force

In the *fourth* place, it is the wholesaler's duty to *supply a carefully selected sales force*, equipped not only with a knowledge of the merchandise handled, but carefully schooled in the policies applicable to each particular line that the salesman has to sell. I believe that herein is the weakest point in the average wholesaler's armor.

Fifth, it is the wholesaler's duty to *carry an adequate stock* of the manufacturer's goods at all times.

Sixth, it is the wholesaler's duty to *control his business so that the orders he places with his sources of supply will be orders in fact* as well as in name, orders that the manufacturer can and will regard as genuine obligations that are not to be cancelled or changed except in extraordinary circumstances beyond the distributor's control. Reciprocally, the manufacturer should be obligated to fill all orders he accepts, at the contract price.

Seventh, it is also the wholesaler's duty to *supply the manufacturer with adequate statistical information.* Generally speaking, the statistics that can be used to mutual advantage fall under two heads:

First, stock reports to indicate how rapidly the manufacturer's goods are passing into the retailer's hands. Such reports compiled, say, monthly by his wholesalers, not only guide the manufacturer's producing policies, but also should be and are of great assistance to the wholesaler when summarized and sent back to him, showing how his stock stands in relation to all the wholesaler's stocks in his section and in the country as a whole.

Second, reports of sales to retailers from distributors. There is just one prime advantage, as I see it, that the manufacturer who sells direct to the retailer has over the manufacturer who sells the bulk of his output (or all of it) through the wholesaler, and that is this; the manufacturer who sells direct knows where his goods are consumed, by customer, by small geographical areas, by trading areas, or any unit that may be necessary for sales and advertising control. Hence, the vital importance of the wholesaler's establishing such close relations with his manufacturer, and vice versa, that there can be the compilation of adequate sales statistics through a clearing house in the manufacturer's office. These data in turn should be passed back to the wholesaler so that wholesaler and manufacturer together can know where their distribution is weak; for that is the first step towards making distribution strong.

Selective distribution, in fact, becomes really possible only with the existence and analysis of adequate statistical data. Only with the possession of essential facts can the manufacturer set up a cost system in relation to his own distribution, discovering what his sales are in each trading area, and relating them to his sales and advertising expense in that area. In that way he is enabled to supply intelligent sales assistance and cooperation to his wholesale distributor in the section under analysis. In our own business, thanks to the cooperation of our wholesalers, our sales statistics by counties, towns, and trading areas are 97 per cent accurate today, and that information is being used constantly to the profit of every wholesaler who handles our goods—as well as to our own advantage.

TRADE MARKS *for* Registration

THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.

RICCIARDI and design, for ice cream and frozen confections. Use claimed since Jan. 29, 1932, by The Ricciardi Co., Inc., New York, N. Y.

Design of waiter with tray, alimentary paste, candies, maraschino cherries, candied peels, candied citron, glacé fruits, ice cream cones, chocolate and cocoa for beverages, and for making candy and bakery products, cocoanut, ice cream powders, pie crust preparation, pie fillings, potato chips, pop corn and other foods. Use claimed since August, 1914, by Jaburg Brothers, Inc., New York.

SANDERS, candy, ice cream, shelled and salted nuts, pastries, potato chips, cake, doughnuts, bonbons, peanuts, ice cream cones, glacé fruits, and bread. Use claimed since June 1, 1875, by Fred Sanders, Detroit, Mich.

TECHNOCRACY BAR, A NEW DEAL, candy, ice cream, peanuts and peanut bars. Use claimed since Jan. 7, 1933, by John H. Caldwell, New York.

PURE HONEY, and design of brownies, honey. Use claimed since Aug. 1, 1931, by C. H. Hollyman, Alamosa, Colo.

MILKONE, frozen milk confections. Use claimed since Sept. 20, 1932, by Pismo Beach Creamery, Pismo Beach, Calif.

MARS, candy. Use claimed since May 1, 1932, by Mars, Inc., Chicago, Ill.

MORSE'S, candies. Use claimed since Nov. 13, 1911, by Candy Products Corporation, Owosso, Mich.

WRIGLEY'S, chewing gum. Use claimed since Jan. 26, 1933, by Wm. Wrigley, Jr., Co., Chicago, Ill.

Package design, chewing gum. Use claimed since Jan. 26, 1933, by Wm. Wrigley, Jr., Co., Chicago, Ill.

WINK-BLINK-NOD, candy. Use claimed since July 1, 1932, by M. J. Holloway & Co., Chicago, Ill.

WILD WEST, chewing gum. Use claimed since Jan. 17, 1933, by Gum, Inc., Philadelphia, Pa.

DUTCH BOY, cocoa. Use claimed since Aug. 31, 1930, by C. J. Van Houten & Zoon, Weesp, Netherlands.

SHERBICLE, vanilla-flavored composition syrup, extract and concentrate used in the preparation of frozen confections. Use claimed since Oct. 24, 1932, by The Popsickle Corp. of the United States, New York.

BUSTER BRAND, popcorn dressing, composed of pure cocoanut oil. Use claimed since Jan. 30, 1933, by The Albert Dickinson Co., Chicago, Ill.

ASBACH, and design, cocoa, sweetened and unsweetened chocolate in powdered, lump or bar form, candies, sweetmeats and other foods. Use claimed since May 15, 1924, by Asbach & Co., Aktiengesellschaft, Rudesheim-on-the-Rhine, Germany.

DULCIE, candy. Use claimed since May 1, 1932, by Schwarts Merchandise Corporation, New York, N. Y.

CIGS, smoke-containing chewing gum. Use claimed since Oct. 19, 1932, by Boyle & Burger, New York, N. Y.

ORALGENE, chewing gum. Use claimed since Feb. 28, 1933, by Beech-Nut Packing Co., Canajoharie, N. Y.

MOTIF, candy. Use claimed since May 13, 1932, by Stephen F. Whitman & Son, Inc., Philadelphia, Pa.

FIRE CHIEF, toy whistles made of paraffine and sugar, capable of being chewed. Use claimed since Sept. 26, 1932, by Glenn Confections, Inc., Buffalo, N. Y.

VEE-DEES, candy. Use claimed since 1923 by The Voneiff-Drayer Co., Baltimore, Md.

V-D, candy. Use claimed since June 1, 1921, by The Voneiff-Drayer Co., Baltimore, Md.

OBO, processed nuts. Use claimed since Feb. 6, 1933. Robert P. Moorman, doing business as R. P. Moorman Co., Indianapolis, Ind.

Merck Directors Elect Officers

AT a recent meeting of the directors of Merck & Company, Incorporated, the following officers were elected:

Chairman of the Board—Frederic Rosengarten.

President—George W. Merck.

Vice-President and Treasurer—George W. Perkins.

Vice-Presidents—J. H. Ambler, R. E. Gruber, James J. Kerrigan, Joseph Rosin.

Secretary—Oscar R. Ewing.

Assistant Secretaries — S. W. Walker, P. McK. Garrison, H. R. Neilson.

Assistant Treasurer—H. Stein.

At the request of Mr. Joseph G. Rosengarten, Jr., his resignation as vice-president was regretfully accepted.

Movement of Diffusible Substances in Food Products

(*Continued from page* 33)

Whymper pointed out, a better method of valuation of cacao than by rubbing the beans between the hands and smelling them.

The scientific paper, it is hoped, will be published in full later, when better judgment of Mr. Whymper's contribution to the science of the cacao industry can be made. But, since the lecturer remarked at the start that anyone interested could read the scientific data contained in the paper when published, and that the present address was made in order to create an interest in a subject that has been badly neglected, we can hardly blame the author for providing an entertaining evening at the expense of his scientific findings.

Another point that seemed to be clearly indicated by the lecturer was the fact that a more profound study of the movement of diffusible substances would lead unquestionably to the betterment of cacao on the one hand and to the development of new types of cacao on the other, if the beans were fermented in different media. It did not seem to be beyond the possibility for example, as Mr. Whymper explained in answer to a question after the lecture, that a vanilla-flavored cacao might be produced direct by fermenting the beans along with some of the bastard vanillas so commonly found in the tropics. But, as Mr. Whymper concluded his lecture by emphasizing, "who is there among the likely magnates of the cacao industry prepared to pay for research work that would result in improving their main ingredient?"

Selective Merchandising

(*Continued from page* 30)

this map is to "spot" the location of the more important cities and towns by the use of various types of symbols somewhat as follows:

- □ Square—100,000 population and over
- ○ Circle—50,000 to 100,000
- △ Triangle—25,000 to 50,000
- \+ Cross—10,000 to 25,000
- • Spot—Under 10,000

Different colored thumb tacks can be used to designate either the sales potentiality or sales importance of the various communities. If desired, numbers can be inscribed on the heads of the different thumb tacks to show how many worthwhile dealers there are in each community. Next, shaded areas should be plotted in on territorial maps to show freight, delivery, and shipping cost zones.

In many instances it will be helpful to mark with different colored lines highly competitive sections of each territory where nearness to a competitor's plant or some local condition tend to give another manufacturer certain advantages. The plotting in of these zones emphasizes more clearly the portions of the territory that may not be worth soliciting because of the proximity of a competitor's plant.

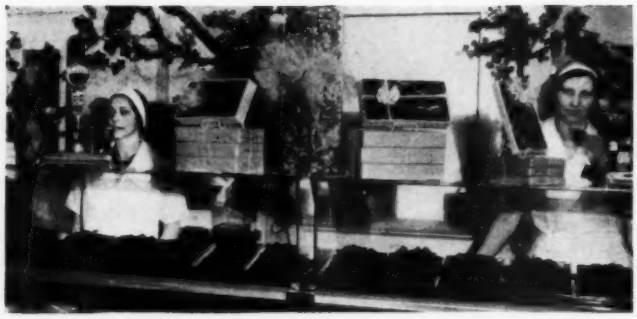
All of the foregoing assists the sales executive in visualizing quickly the relative importance from the sales standpoint of different cities. With definite figures as to past sales and profits realized from each community, together with the number of effective dealers and an index of "potential sales" in the community, computed from the United States Census Reports on Distribution or from other sources, the sales manager is in a position to estimate which towns are worth cultivating assiduously and which communities are worth calling upon only occasionally. Others he will decide to disregard entirely because a salesman's time can be utilized to better advantage in more promising communities. His decisions on these points will be facilitated if he has an estimate of the actual cost of covering each community.

It is only by such detailed study of dealers, of jobbers, of consumer trends and of the potentialities of each territory that the fullest measure of the value of selective merchandising is attained. In fact, studies of this nature represent the soundest basis for intelligent sales planning.

(*The author's concluding articles on other phases of sales research will appear in a subsequent issue.*)



CANDY



These discussions are selected from The CONFECTIONER BUYER, the National magazine of candy distribution and merchandising, which is also published by The MANUFACTURING CONFECTIONER Pub. Co.

Retailer Suggestions—a Service Department to Aid the Retail Confectioner in Improved Merchandising at a Profit.

MERCHANDISING

The Most Valuable Part of a Store

More merchandise is sold today on appearance than ever before, and the retailer who displays his goods attractively will profit by this attention. "Goods well displayed are half sold."

Window display offers the retailer the most direct, economical, and profitable form of publicity. In every retail area people are constantly shopping. They are looking around for merchandise that strikes their fancy. The attractive window calls their attention to goods at the time and place where they can buy it.

Well-planned windows also reflect the character of a store and help to build public confidence in it. Very helpful instructions upon window decorations may be found in the booklet entitled "How to Put the Win in Windows," published by the Dennison Manufacturing Co., Framingham, Mass. The price is twenty-five cents.

Important information on the value of store space is also included in the booklet. For instance, retail and real estate experts estimate that on a standard 20x100 foot lot, the first 2 feet—occupied by the show windows of the store—are worth 12 per cent of the entire rent. This means that about one-eighth of the retailer's rent goes for window display space. He should use such advertising space to the limit.

The first 8 feet inside of the store are worth 13 per cent of the rent—so naturally the *most profitable* items should be placed here. That is one reason why candies should be displayed in this location. It is also wise to place displays of well-known merchandise on the counters and in cases here. Customers upon entering get the feeling the retailer carries familiar merchandise they have learned about in advertising.

The right-hand window and the right-hand side of the store are probably more valuable than the left, because people are more accustomed to walking and looking toward the right.

A Good Buyer Buys to Sell

"A good buyer buys to sell and he *sells* it. He doesn't buy enthusiastically and then 'give it the letdown' and try to return it four months later," remarked a manufacturer to the *Confectionery Buyer* the other day.

Buying is only half the job—merchandising is the other half. But turning the goods promptly is the greatest weakness of the independent merchant. On the other hand, it is one of the strongest points of the chain store.

"That is why we like to deal with the chain store organizations," continued the manufacturer. "When they buy goods it stays sold and they turn them."

Birthday Invitations to Send Customers

Here's how one of 48 store owners makes friends, according to a booklet on the subject by the Policyholders' Service Bureau of Metropolitan Life Insurance Co.

"Every year a retailer in California sends to each of his customers a letter with some such sentiment as this:

"There are some things a man can forget faster than a horse can trot—and one is to forget to remember his wife's birthday or his wedding anniversary. That's just it—on March 26th I celebrate my 49th anniversary—and I don't want you to forget—I want you to come in and have a smoke on me."

We suggest the offer be completed also with an offer of a candy treat for the ladies and kiddies.

A Good Candy Merchandising Display

1. Places candy out where customers can see it (and in some instances, handle it).
2. Creates desire for candy. Stimulates the appetite.
3. Makes customers stop to examine and ask questions.
4. Refreshes customers' memories of wants that otherwise would be forgotten.
5. Improves appearance of the store and makes it a more attractive place in which to trade.
6. Shows customers the various grades and lines of candy in stock and brings them back to buy again.
7. Sells a great deal of candy without assistance from the salespeople.
8. Builds confidence in your judgment of candy and prices.
9. Good display is used by successful chain, department, and other retail outlets.
10. Increases volume and profits.

Summer Candy Merchandising

Tempt the Consumer with Full Line, Well Displayed

Profitable summer candy merchandising, according to successful wholesalers and retailers, is a matter of adjustment to the season. The old idea of summer slump has been overcome by many a livewire in recent seasons, proving that a good vacation candy business can be enjoyed by those who GO AFTER IT. And now is the time to get started well on the way toward effective selling plans and proper selection of seasonable merchandise. The keynote should be "Tempt the Consumer." This means handling a full line of summer goods that will hold up and appeal to the warm-weather appetite—refreshing mints, gums and jellies, fruit specialties, iced goods, licorice, coconut and marshmallow work, caramels and wrapped nougats, pan goods, fast selling bars, and some chocolate covered items (kept chilled) which are in demand the year 'round.

Persistent merchandising effort is likewise essential. Here are some brief suggestions:

1. *The Attractive Store Gets the Trade*—People like to buy their summer-time dainties in stores that are cool, clean, and fresh, with an inviting atmosphere. Sales clerks should be pleasant and neatly dressed in light clothes to effect coolness.

2. *Care of Candy Cases Important*—Cases should be kept clean and appetizingly arranged at all times. Sticky or grayed candies should be removed immediately. Refrigerated cases are the ideal. But an electric fan placed in the case, with doors partly open, helps greatly.

3. *Give Candy Prominence*—Display candy in front of the store. Take advantage of the fountain trade. Arrange candy displays on fountain bars and tables with "talking" signs. Display bulk items already bagged, with price cards.

4. *Group Vacation Goods Together*—Include candy in a display of vacation items, such as cameras, sport accessories, traveling kits, etc.

5. *Stress Attractive Windows*—Select goods that will hold up and be appetizing according to the weather and temperature. Pull out sticky goods on rainy days, and melted goods on hot days; use sun skirts for protection. Change windows often and keep them lively and dainty with touches of summer colors, flowers, ferns, and light drapes. Generous space between items adds to the airiness and cool effect of window appearance. Overcrowded windows look hot and depressing in summer.

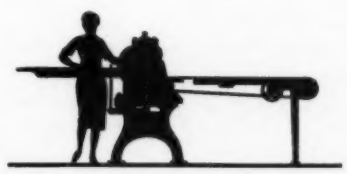
6. *Suggestive Selling*—Encourage sales clerks to suggest additional candy purchases; such as the "special" or week-end, picnic, or vacation assortment, summer gift packages, bon voyage package, children's package, or candies for bridge and garden parties.

7. *Educate Customers on Candy Care*—Advise customers to keep chocolates in electric refrigerator at home until it is to be eaten, thus avoiding discoloration and improving taste.

8. *Feature Specials* — Specials are increasing in popularity. Feature them in bulk and package items, well displayed and advertised. Combination prices on these and also featuring the small unit of sale are effective profit builders.

Peter Rose

Peter Rose, formerly with Betts Products Co., is now associated with the United Chemical & Organic Products Co., Chicago, in the Sales and Service Department. Mr. Rose will be located in the Central West territory.



Your Candy Department Tells a Story About You

Your candy department will tell your customers at a glance what kind of a store you operate. It tells whether you are abreast of the times or lagging behind.

It reflects your merchandising ability in the following ways:

1. The variety, selection, and quality of merchandise offered.

2. Whether or not you handle known merchandise, advertised by quality manufacturers.

3. Whether your stocks are full and fresh—or whether you are constantly unloading slow-movers upon the unsuspecting public.

4. Your displays—are they well located and attractive?

5. Are your fixtures old-fashioned and unadapted to effective candy merchandising? Or are they modernized, with much in open display?

6. Price cards should describe the item, price per pound and also price per trial bag (for bulk goods). Cards should be uniform in size and neat in appearance.

7. Are you windows invitingly trimmed—and changed often?

8. Are your salespeople capable, well informed, and helpful?

9. Keep the candy department on its toes.

10. Make a big feature of the special seasons with new, tempting items and displays.

Society of Chemical Industry Meets

A joint meeting of the Society of Chemical Industry, the American Chemical Society, the Electrochemical Society and the Societe de Chimie Industrielle was held on May 12th, at the Chemists' Club, New York City. The speaker was Dr. Gustav Egloff of the Universal Oil Products Co., Chicago, who presented a paper entitled "Synthetic Petroleum Products." Preceding the meeting a dinner was held at the Club.

Eagle Nut Products Moves to Larger Quarters

Eagle Nut Products Inc. have moved to 505 Court Street, Brooklyn, New York, and are increasing their production capacity. They purchased about $20,000.00 worth of additional machinery and equipment from the Greenfield's Brooklyn plant.

In addition to their shelling, grading, salting and packing of nuts they will make a specialty of miniature chocolates such as chocolate covered nuts and specialties for gift packages. They will also make a line of 5c bars and a general bulk line.

N. C. A. Convention Program

(*Continued from page 27*)

ciation, will present his report at the same session.

The program will culminate *Friday* in a discussion of the Confectionery Jobbing Survey, by Malcolm A. McDonell and John Bromell. The significance of this service will be explained and its future determined. More important than ever before because of the confusion and uncertainty prevalent in business, this survey is one of the most interesting matters on the Convention program.

Also set for Friday is the Executive Session at which officers and members of the Executive Committee will be elected and the policy of the Association formulated for another year. Here will be decided questions which have a direct bearing on the immediate future of the industry.

Forum Meetings New Feature

The *afternoons,* with the exception of Thursday, will be devoted to forum meetings at which authorities will lead the discussion of various specialized phases of candy manufacture. The Tuesday forum will be concentrated on production problems, some of the features being "The Use of Flavoring in Candy," by John H. Montgomery, of Fritzsche Brothers, "Lecithin in Candies," by William F. Schlesinger, of Ross and Rowe, "Lecithin in Chocolate Coatings and Icings," by W. A. Cleary of the American Lecithin Company, and "Cream Centers, Cast, Hand Rolled and Crystallized," by James A. King of the Nulomoline Company.

On *Wednesday* afternoon, the forum program will include "Nougat and Chewing Candies," by B. B. George of the Proctor and Gamble Co., "Starches, Jellies and Gums," by James R. Kearney, of the Penick and Ford Sales Co., Ltd.,

The forum sessions are new this year and are arousing a great deal of interest. Plant superintendents will find them extremely valuable and are expected to attend the Convention in much larger numbers than usual.

The few vacancies remaining on the program are rapidly being filled by a program committee composed of George H. Williamson, chairman, Ferdinand Bunte, J. L. Rubel and E. R. Wood and Fred Amend, working in conjunction with Frank S. Records, secretary of the Association.

Entertainment Program

The entertainment program will get away to an excellent start on *Monday,* June 19th, when confectioners tee off at the Evanston Golf Club for the *Annual Golf Tournament.* Only fifteen miles from the loop, the Evanston Golf Club is one of the oldest and finest around Chicago. The tournament will be an all-day affair with a buffet luncheon at noon and dinner in the evening. There will be beautiful prizes. Included in the moderate charge for the tournament will be 3.2 beer, dispensed on the course or, for those who prefer it, white rock and ginger ale.

The *Dinner-Dance* will take place *Wednesday evening* in the Bal Tabarin, of the Hotel Sherman, one of the most famous of Chicago night clubs. There will be a well-known orchestra and entertainment by radio and musical comedy notables. The committee has planned carefully every detail of this party which is to celebrate the 50th Birthday of the Association. Tickets will be sold separately at the time of registration.

Thursday afternoon has been left open so that visitors may see the *Century of Progress Exposition.* Full information about the Fair will be on hand at the Convention so that each visitor may easily locate the things most interesting to him. At eight o'clock Thursday evening, there will be a *dinner party* for both men and women at one of the most amusing restaurants on the Century of Progress grounds. On registering each guest will receive, without charge, a special souvenir ticket admitting him to the grounds and to the replica of Fort Dearborn. This ticket will also cover the dinner Thursday evening.

Because of the Century of Progress Exposition, an unusually large number of wives and daughters are expected to accompany the candy men to Chicago and elaborate plans are being made for their entertainment. The Wedgewood Room in the Marshall Field and Co. store will be the setting for a *Tea* at four o'clock *Tuesday afternoon.* At this exclusively feminine party, models will display the newest clothes for street, formal or sports wear. There will be appropriate favors for each guest.

Chicago hotels expect an enormous number of visitors this summer and the Association is urging that reservations be made immediately. At the Sherman, which is Convention headquarters, several hundred rooms and suites have been tentatively reserved by the Association. These must be claimed by individuals without more delay. Rates and information about other

Chicago hotels will be supplied by the Association on request.

Committee Members

Following are the Chicago committees who are busy with arrangements for entertaining the Convention:

Dinner-Dance: J. L. Rubel, Chairman; P. L. Redel, W. H. Johnson, E. W. Boehm, J. L. Dietz.

Convention Entertainment: Fred W. Amend, Chairman; Frank J. Kimbell, Gross Williams, A. F. Walz, E. M. Kerwin, Wm. P. Reed and A. S. Klein, Jr.

Ladies' Entertainment: A. S. Klein, Jr., Chairman; Gross Williams and E. M. Kerwin.

Golf Tournament: Ferdinand Bunte, Chairman; A. S. Klein, Jr., E. F. Chambless, S. W. Hallstrom and Fred W. Amend.

Reception Committee for Prominent Guests—Speakers: E. R. Wood, Chairman; E. O. Blumquist, Frank Russell, Tom Rhodes, F. P. Schock, John Deu, Martin Cassell, E. M. Johnson, Chas. Brandon, Ben Goodman, A. H. Shotwell, Ed Kelly and Conrad Spoehr.

Convention Exhibitors

Following is a list of those firms whose convention space reservations have been received. Those indicated with an asterisk have been added since last month's list was published:

Exhibitor	Booth Number
American Lecithin Corporation, 308 Ivy St., Atlanta, Ga	127, 128
American Maize Products Company, 100 E. 42nd St., New York City	226
American Molasses Company of New York, 111 Wall St., New York City	160
Atlantic Gelatine Company, Woburn, Mass.	108
Blanke-Baer Company, 3224 S. Kingshighway, St. Louis, Mo.	130
*Burrell Belting Company, 413 S. Hermitage Ave., Chicago, Ill.	110
California Fruit Growers' Exchange, Ontario, Calif.	233, 234
Clinton Corn Syrup Refining Company, Clinton, Iowa	235
Confectioners' Journal Publishing Company, 437 Chestnut St., Philadelphia, Pa.	129
Corn Products Refining Company, 17 Battery Pl., New York City	145
DuPont Cellophane Company, Inc., 350 Fifth Ave., New York City	230, 231
General Foods Sales Co., Inc., 250 Park Ave., New York City	156
*The Guardite Corporation, 307 N. Michigan Ave., Chicago, Ill.	239
V. O. Hermann Corporation, 15 Park Row, New York City	115, 116
Hersey Manufacturing Company, corner of E and 2nd Sts., South Boston, Mass.	118
Manufacturing Confectioner Publishing Company and Confectionery Buyer, 1140 Merchandise Mart, Chicago, Ill.	131
Milprint Products Company, Florida St., Milwaukee, Wis.	232, 238
National Equipment Company, Springfield, Mass.	102
National Sugar Refining Company, 129 Front St., New York City	236
Nulomoline Company, 111 Wall St., New York City	157, 158, 159
Henry H. Ottens Manufacturing Company, 129 S. Front St., Philadelphia, Pa.	240
Package Machinery Company, 30 Church St., New York City	229
Penick & Ford Sales Company, Inc., 420 Lexington Ave., New York City	105
*Peters Machinery Company, 4700 Ravenswood Ave., Chicago, Ill.	109
Pilliod Cabinet Company, Swanton, Ohio	223
*Pioneer Paper Stock Company, 448 W. Ohio, Chicago, Ill.	154
Ross & Rowe, Inc., 80 Broad St., New York City	106, 107
*Savage Bros. Company, 2638 Gladys Ave., Chicago, Ill.	117
A. E. Staley Manufacturing Company, Decatur, Ill.	225
Thos. Mills & Bro., Inc., 1301 N. 8th St., Philadelphia, Pa.	103
*Union Confectionery Machinery Company, 318 Lafayette St., New York City.	111
United Chemical & Organic Products Company, 4200 S. Ashland Ave., Chicago, Ill.	134
Warfield Chocolate Company, 536 W. 22nd St., Chicago, Ill.	228
T. C. Weygandt Company, 165 Duane St., New York City	104
*White Star Import Company, 621 Broadway, New York City	224
White-Stokes Company, 3615 Jasper Pl., Chicago, Ill.	132, 133

Railroad Rates to Annual Convention

Special low round trip passenger fares as follows will be in effect for those attending the N. C. A. Convention to be held in Chicago, June 19th to 23rd inclusive.

From the Southwestern territory comprising the states of Arkansas, Oklahoma, Louisiana and Texas, special round trip fares of one and one-tenth will be in effect beginning May 26th and will remain for the duration of A Century of Progress. Tickets will be honored on Pullman trains without restriction.

The Western Passenger Association also announces a special round trip one and one-third regular fare for all classes of travel and a special one and one-tenth round trip fare from all points where the regular one-way fare is over $18.00. These rates become effective May 26th and to remain for the duration of A Century of Progress.

From the South, one and one-third regular fare, thirty day limit for all classes of travel. One and one-tenth round trip, sixteen day limit, all classes of travel. One and one-half fare, good on all trains, full limit during expiration of A Century of Progress. These new special fares will also become effective May 26th.

At this time it appears that the Eastern members are not quite as fortunate as members in the other territories, in that a special round trip fare of one and one-half is restricted to sale on Tuesdays and Saturdays, beginning May 26th.

Because of these sailing days not fitting in conveniently with our convention opening and closing date, we are arranging for a Special Identification Certificate Plan under which members may leave and return at their convenience and still receive the benefit of one and one-half regular fare. In due time certificates will be mailed to all Eastern members.

We are hopeful that there may be some changes which will eliminate the Certificate Plan.

For the past several years arrangements for a special train or cars on trains via the New York Central Railroad from New York to Chicago have been made for those attending the Convention and Exposition of the National Confectioners' Association.

We are fortunate in having the assistance of Mr. H. L. Schroeder, assistant general passenger agent of the New York Central Railroad, 466 Lexington avenue, New York City, to arrange every service to make these trips a success. Mr Schroeder and Mr. William R. Moore of the Eastern Confectioners' Traffic Bureau, New York City, are cooperating in arranging for the comfort and convenience of the eastern members traveling to and from Chicago. They will be glad to assist the eastern manufacturers in arranging for transportation and Pullman reservations.

In most every section of the country reduced rates less than those which have been in effect in previous years will apply. It is hoped the eastern lines will put in effect reduced rates equal to those applying to other sections in order that members may not be required to use the certificate plan to secure reduced rates. The Association is working on this at the present time and hopes to have something to report shortly.—*N. C. A. Bulletin.*

Food and Drug Act Revision

Representatives of the food and drug trade, as well as officers of several associations of publishers, broadcasters, and advertisers, were invited to meet with the Assistant Secretary of Agriculture, R. G. Tugwell, to offer suggestions regarding a revision of the Food and Drugs Act.

For the past several weeks, when it has been known that a revision of the Act was under consideration, suggestions for improving the scope and character of the Act have been pouring in to the Department.

"Most of these suggestions," Assistant Secretary Tugwell said, "have been extremely helpful. Consequently it seemed to the Department that it would be advantageous to have these suggestions presented in an organized way.

"Our discussions in the Department have covered practically every phase of remedial action to improve an Act which is generally admitted to be inadequate at present for the protection of consumers. So far these ideas have not progressed to a point of adoption. The opinions of various groups directly or indirectly interested will, we expect, expedite the production of a draft that will be most practicable and that will, at the same time, accomplish the degree of consumer protection we want."

Du Pont-Sylvania Settlement Reached

A SETTLEMENT out of court has been reached in the suits brought by the Du Pont Cellophane Company against the Sylvania Industrial Corporation in the District Courts of Delaware and Virginia for the infringement of patents owned by the Cellophane Company and covering the moisture-proofing of Cellophane.

The Sylvania Industrial Corporation has taken a license under the Du Pont Cellophone Company's patents for the manufacture and sale of moisture-proof regenerated cellulose.

The Du Pont Cellophane Company's patents as granted by the Patent Office broadly cover the new moisture-proof articles and also the process and apparatus for making them, and in view of the novelty and great utility of the invention they represent a valuable asset to the Du Pont Cellophane Company and its licensee, the Sylvania Industrial Corporation.

Guy S. Jenkins

Guy S. Jenkins, Manager of Coating Sales for Lamont, Corliss & Company, makers of Peter's and Nestle's chocolate products, died in New York City on May 4th after a long illness. Mr. Jenkins was born in Chicago in 1877, son of William Jenkins and Julia Springer. He left a widow, Mary Desmond Jenkins.

Mr. Jenkins has been well known throughout the confectionery trade for seventeen years and had an unusual knowledge of the personalities and problems of this industry. Under his direction as Sales Manager for Coatings, Lamont, Corliss & Company built up a large volume on Peter's Chocolate Coatings. He was a firm believer in quality merchandising and through his efforts Peter's Chocolate Coatings have become known as standard throughout the confectionery industry.

Funeral services were held at his home, 127 West 96th Street, New York City, Friday evening, May 5th and were attended by close business associates and friends. The interment took place at Kingston, New York.

"The Candy Test" and Carmelization Test

(*Continued from page 23*)

(3) salty, (4) unpleasant, were detected. Tastes (1) and (2) are not incompatible with sweetness; (3) and (4) are and in appreciable quantities may completely mask sweetness. Tastes are thought to be caused by colored substances. In refining the "caramel" follows the *syrup*, the unpleasant taste components the *crystals*. Crystals tasting worse than mother liquor could be obtained. Bone black removes the "unpleasants" fairly well; vegetable carbons have little effect. "Caramel" is *completely* removed by vegetable carbon; fairly well by Bone Char.

The foregoing discussion has dealt with sugars produced in Europe and abroad; and though the same degree of "difference" may not be present in sugars refined in the United States, these same tests can be applied. Lundén recommends determination of color spectrophotometrically, and "ash" by conductivity. The conductivity generally parallels the "taste." In "Sugar Abstracts" (Facts About Sugar, Vol. 27, No. 12, December, 1932, page 533) is an item from the Sugar Press, October, 1932, reporting the introduction of a new requirement, for refined sugar quality, by one of this country's largest Beet Sugar Companies, namely: a minimum conductivity for an aqueous solution of the sugar. Such a step, though commendable, is by no means new or recent.

Water Important

It has been mentioned that the chief difference between the "Candy Test" and the "Caramelization Test" was one of the presence or absence of water. Of course all commercial sugars carry, on their crystal surfaces (and sometimes by occlusion), a few hundredths to a few tenths of a per cent water. Some authorities state, and suitable tests confirm the fact, that *pure dry sucrose* may be heated to its melting point without appreciable decomposition. The presence of mere traces of water, however, bring about and accelerate, according to the quantity present, the decomposition of sucrose. This is a point worth bearing in mind.

Sufficient knowledge, concerning the effect of impurities on "kettle reactions," is available to support the statement that in many instances the "inferiority" of a given sugar may be entirely overshadowed or,—in some instances its quality improved!—through the agency of the impurities of other constituents of the batch. Nevertheless, it is wise to keep all raw materials up to the highest standard.

Under the title "Minerals in Water Cause Variations in Product Quality," Dr. Stroud Jordan (Food Industries, Vol. 4, No. 3, pages 89-91) publishes further results of his studies of water quality, using the "Candy Test" as the means. A careful study of this article, by Confectioners, is indicated. The point I wish to carry is that the inversion was highest (3.64%) when using untreated distilled water, and next highest (2.71%) when using treated distilled water. The treated water is distilled water filtered through precipitated chalk (it might be well to remember that $CaCO_3$ has a solubility in water of 65 p.p.m. @ 20° C.). It is interesting to note that color was higher in many instances where inversion was lower; when distilled water candy tests are compared with candy tests made with "synthetic" waters. In this same article, Dr. Jordan publishes analyses of water from 100 cities of the United States. The synthetic waters referred to are distilled water "mineralized" in imitation of some of these.

Water is commonly judged according to its intended use. Potable water may or may not be suitable for general industrial use and water suitable for boilers and other similar uses may not be potable. Potable water is essential in all food processing. An idea of water's importance is obtained when the following paragraph, taken from Industrial Bulletin, No. 72, of Arthur D. Little, Inc., is considered:

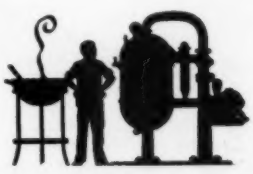
"To supply the (water) requirements of our larger cities is a stupendous task. Of 66 leading American cities, 17 obtain their water chiefly from the Great Lakes or from great rivers, 7 from wells, and the remaining 42 from limited surface sources, i.e., small rivers and ponds. Obtaining a satisfactory supply of water is particularly difficult for these latter cities located either in arid or semi-arid, or in humid but densely populated areas."

That substances other than *minerals* (inorganic chemical substances) affect a water's quality, is well known. Mortimer M. Gibbons discusses some of these in "Elimination of Tastes and Odors of Industrial Origin from Public Water Supplies." (Ind. Eng. Chem. Vol. 24, No. 9, pages 977-982). Of interest is: that pH is generally above 7.0 in the waters under test; an average residual chlorine content of 0.5 p.p.m. is noticed where chlorination is practiced. Some of the substances responsible for taste might conceivably be blamed with discoloration in hard candies.

The necessity for making a "Candy Test" with the water to be used in your manufacturing process should be obvious. Many tests are so made; and some are still made with distilled water. Both may be used to give an even better insight as to the sugar's quality. Bear in mind, though, that although distilled water of a 2.8 p.p.m. total solids can be prepared, many distilled waters show 10 p.p.m. or more.

Expediency, efficiency and economy are lacking in either candy or caramelization tests, if these are properly made; i.e., cooks and subsequent analyses in duplicate or triplicate. The tests will, of course, remain of value for a rough estimation of quality, which, after all, is all that may be desired.

My purpose has been to lay be-



fore you some of the observations I have had occasion to make regarding "Candy" and other tests. As is obvious the treatment has been "skimpy." Full discussion of *every* theory and detail has not been attempted.

In closing allow me to direct your attention to Tables VIII and IX. These tables are taken from "The Behavior in Wood Light of Some Commercial Refined Sugars." By A. Amati and C. Bozano [(Chem. ind. agric. biol. 7, 152-5 (1931)) C. A. Vol. 25, No. 21, Nov. 10, 1931, page 5784)]. A method, used extensively in many fields of investigation is here applied. Detection of Art Frauds; the source of stolen alcohol, etc., is to be credited to an examination in ultra-violet light. Allowing for the probable greater "refining" given sugars in the U. S., due to the urge of a critical trade, these findings are of interest. If someone will repeat these and other tests on domestic refined, and then publish their findings the results should prove interesting.

Monsanto Chemical Works of St. Louis Acquires the $5,000,000 Swann Corp. of Birmingham

Acquisition by Monsanto Chemical Works of St. Louis, Missouri, of the controlling interest in the Swann Corporation of Birmingham, Alabama, a $5,000,000 chemical concern, better known to the confectionery industry for its "Swan Sugar Conditioner," with subsidiaries in St. Louis, Birmingham and Camden, New Jersey, was announced by Edgar M. Queeny, president of Monsanto.

Mr. Queeny said, "We were prompted to this acquisition after a very careful investigation of the electrolytic processes used by the Swann Corporation, and I believe that the possibilities for the profitable expansion in the phosphate and fertilizer fields of these processes are very great. It gives Monsanto a place in a large and expanding Phosphate industry and an allied source of supply of phosphorous and phosphoric acid for use in our own manufacture and developments."

It was stated that Theodore Swann, president and founder of the Swann Corporation, will remain with the company in the same capacity. The Swann Corporation will operate as an independent concern controlled by the Monsanto Chemical Works.

Monsanto Chemical, a $22,000,000 company, acquired complete control of its British subsidiary, now known as Monsanto Chemical Works, Ltd., in 1928, and a year later acquired the Rubber Service Laboratories, Commonwealth Chemical Company and the Merrimac Chemical Company.

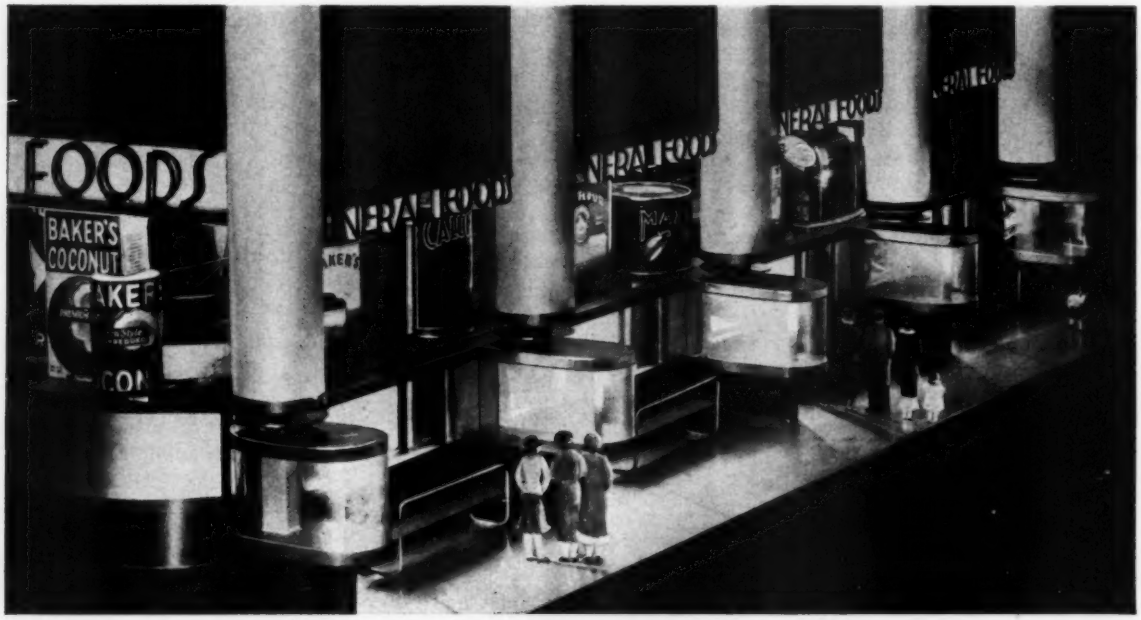
The following officers of the Monsanto Chemical Works were elected to the Board of Directors of The Swann Corporation:

Edgar M. Queeny, Charles Belknap, Gaston Du Bois, Theodore Rassieur, J. A. Berninghaus, J. W. Livingston, F. A. Ulmer, G. Lee Camp, and the following directors of the old Board were re-elected:

Oscar Wells, Chairman of the Frist National Bank of Birmingham; William H. Weatherly, Chairman of the First National Bank of Anniston; Ferdinand Wilckes of Camden, New Jersey; William H. Hassinger, Lindley C. Morton, Theodore Swann and C. M. Jesperson of Birmingham.

Theodore Swann was re-elected president.

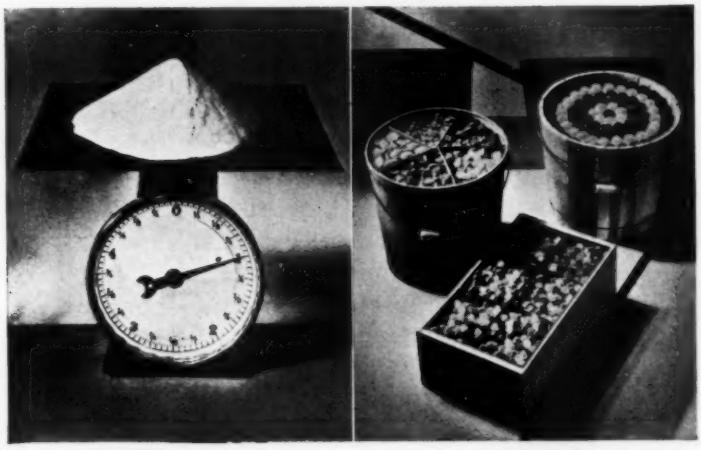
Monsanto Chemical works and subsidiaries for first quarter report net profit of $296,920, equal to 69 cents a share on capital stock, compares with $275,860, or 64 cents in the like period a year ago.



On one of the largest revolving stages ever built, General Foods will present 16 spectacular productions featuring its principal products during A Century of Progress exposition in Chicago, June 1 to November 1, according to an announcement just made by C. M. Chester, the Company's president.

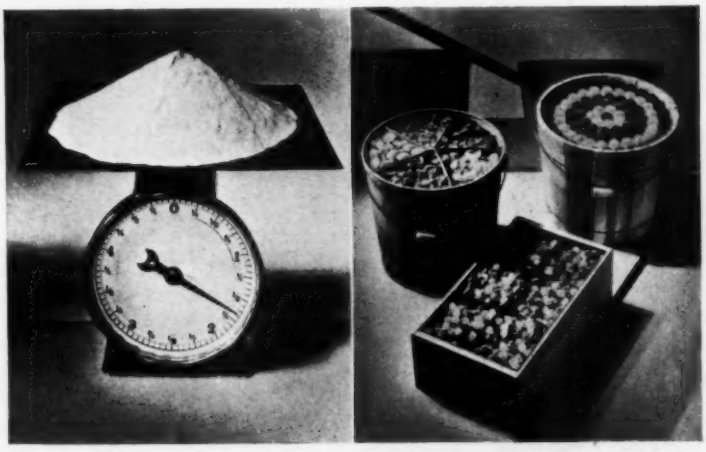
Don't pay a dollar for sixty cents' worth of Pectin

Buy by GRADE, not by price per pound, to get lowest candy cost



1 POUND
OF
100 GRADE PECTIN
— OR —
1 2/3 POUNDS
OF
60 GRADE PECTIN

MAKE
THE SAME AMOUNT
OF CANDY



Exchange Citrus Pectin for Confectioners Is GUARANTEED 100 GRADE

You can't judge your pectin costs by the price per pound. All pectins **do not** make the same amount of candy.

Standard 100 Grade Exchange Citrus Pectin makes 67% **more candy** than a 60 Grade Pectin. And you can't tell the difference by looking at them.

Don't be fooled. Always compare the grade before you compare the price. Exchange Citrus Pectin for Confectioners not only guarantees you 100 jellifying units to the pound but other important advantages as well.

You get more candy. Better candy. Uniformly good results. Lower costs per pound of finished product.

Send coupon today for instructive pamphlet giving invaluable information about buying and using Pectin.

Exchange BRAND

CITRUS PECTIN FOR CONFECTIONERS

Guaranteed 100 Grade

VISIT OUR BOOTHS, NUMBERS 233-234, AT THE

NATIONAL CONFECTIONERS' ASSOCIATION CONVENTION

HOTEL SHERMAN, CHICAGO

JUNE 19 TO 23

Demonstrating high quality confections made the easy and economical way with Exchange Citrus Pectin for Confectioners

California Fruit Growers Exchange,
Products Department, Sec. 106,
Ontario, California.

Send us immediately, without obligation, your instructive pamphlet about Exchange Citrus Pectin, how it is made, what it is, what it does for the confectioner, and how to buy Pectin intelligently, therefore at lowest cost.

Company .....

Street .....

City .....



SAFE!

IT IS A GOOD PLAY—NOW TO PROTECT YOUR CANDIES FROM SUMMER DAMAGE



Our exhibit at the N. C. A. Convention this year will be unusually interesting and instructive—helpful to all confectioners and candy makers. Be sure to see it.

There is no substitute for QUALITY
USE NULOMOLINE

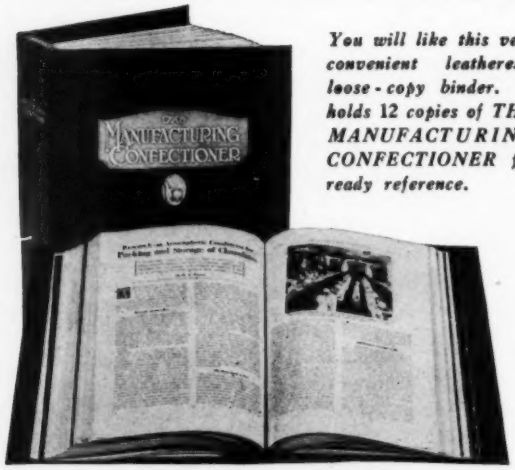
You cannot afford to overlook the protective value of NULOMOLINE. It fits into all kinds of candy combinations and insures quality, flavor and sales attracting power.

It enables you to make candies that eat well and that means candies that will continue to sell well. Write us today regardless of the type candy you are making and profit by our long experience in the confectionery industry.

THE NULOMOLINE COMPANY

109-111 Wall Street **New York City**

Western Office: 333 No. Michigan Ave., Chicago, Ill.



You will like this very convenient leatherette loose-copy binder. It holds 12 copies of THE MANUFACTURING CONFECTIONER for ready reference.

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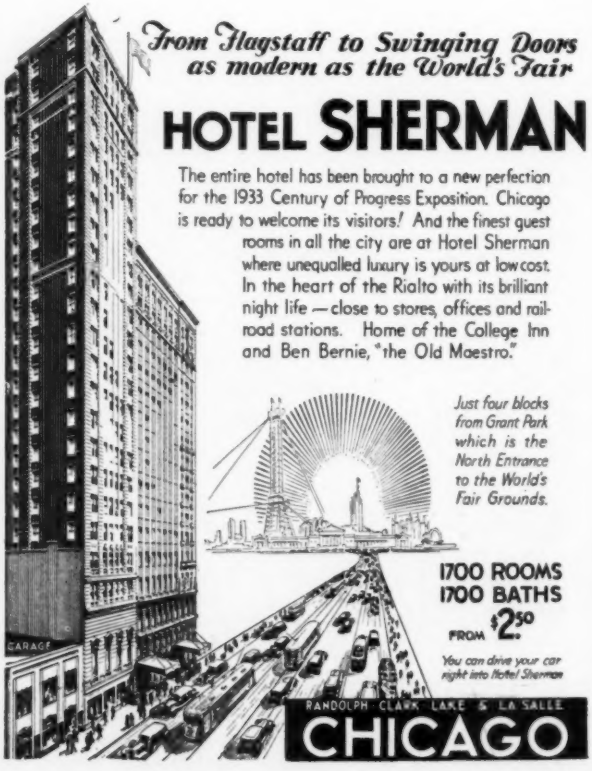
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From Flagstaff to Swinging Doors as modern as the World's Fair

HOTEL SHERMAN

The entire hotel has been brought to a new perfection for the 1933 Century of Progress Exposition. Chicago is ready to welcome its visitors! And the finest guest rooms in all the city are at Hotel Sherman where unequalled luxury is yours at low cost. In the heart of the Rialto with its brilliant night life—close to stores, offices and railroad stations. Home of the College Inn and Ben Bernie, "the Old Maestro."

Just four blocks from Grant Park which is the North Entrance to the World's Fair Grounds.

1700 ROOMS
1700 BATHS
FROM $2.50

You can drive your car right into Hotel Sherman

MERCK'S

Gold Medal Standard

CITRIC ACID

Tartaric Acid

Milk Sugar



Cream of Tartar

Oil of Wintergreen (Synthetic)

Merck's Citric Acid is the Gold Medal Standard for confectionery products. . . Supplied in powder, crystal or granular forms. . . Shipped in kegs, barrels and carloads. . . Meets U. S. P. requirements.

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MANUFACTURING CHEMISTS

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50th ANNIVERSARY YEAR

EXPOSITION

If there is a manufacturer who is superior today to the lessons of his industry's Exposition is he not apt to be the manufacturer who is riding for a fall? Today is the day of new knowledge — of re-checking on old bearings — of the keenest search in all our history for that which holds the utmost in utility. Think of Today and think of Tomorrow as you say to yourself and as you urge upon others: "I WILL see this year's Show!"

For every Confectioner . Coincident with the Annual Convention of the National Confectioners' Association, commemorating Half-a-Century of the Industry's Organization . Coincident, also, with the Century of Progress.

HOTEL SHERMAN
JUNE 19-23 • 1933
CHICAGO

F&J "ISOLATE" FLAVOR FACTS



In The "F & J" Laboratory We Eliminate Guess Work From Your Flavor Selection

ALL "ISOLATE" FLAVORS ARE SCIENTIFICALLY MADE AND FITTED TO YOUR PRODUCT

ISOLATE STERLING QUALITY NATURAL FLAVORS

ISOLATE Citrus flavors are natural fruit flavors at their most delicious best — produced by an exclusive process which eliminates all terpenes and other harmful elements, and retains only the true flavor in its most practical form. More than that, ISOLATE flavors are scientifically practical, convenient to use, and economical for the fine results obtained. You'll find that ISOLATES will go farther, and do a better flavoring job. Try them and you'll be convinced.

FOOTE & JENKS
INCORPORATED
Flavor Specialists
JACKSON MICHIGAN U. S. A.

Don't Take Chances on Haphazard Methods of FLAVOR Selection

ISOLATE
LEMON-ORANGE-LIMES
and Twelve Other ISOLATES

A. R. C. Convention Prize Awards

The convention prize committee for 1933 has adopted a suggestion made by Mr. Ernest Wilson for grading the candies to be submitted in the prize contest at the Chicago convention.

A point system will be employed and grading of every box will be done upon the following scale of possible attainment:

Quality of coating.....	25 points
Quality of centers.....	25 points
Outside attractiveness of package	15 points
Inside attractiveness of package	10 points
Choice of assortment..	15 points
Appearance of chocolates	10 points

A perfect score of 100 is possible where the assortment reaches the maximum indicated on each of the six points, but a perfect score is not probable since all assortments will not deserve a maximum grade on each point.

Important

Since this system of grading will be employed and since it is desirable to keep the contesting assortments intact throughout the grading, those who submit candy for judging are requested to bring extra pieces from each of the boxes they display so that the judges can test and taste the candy without destroying the assortment itself.

This system of grading will be rigidly administered and no other factors will be allowed to carry any weight.

If your candy wins a prize this year it will be solely because of what it is and not of where it comes from. —*A. R. C. Bulletin.*

The Candy Clinic

(*Continued from page* 39)

Code 5J 33

Assorted Chocolates—1 lb.—$1.50
Purchased (no information).

Appearance of Package: Good.

Box: One-layer, loose wrapped top, extension bottom. Colored green, name in black, black sealing wax seal, tied with green grass ribbon. Neat and different looking.

Appearance of Box on Opening: Good. Four foiled pieces. Green cups used. Strip dividers.

Chocolate Coating: Dark.
Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.

Centers—

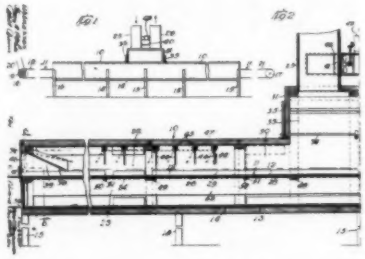
Peppermint Cream Wafer: Good.
Chocolate Almond Paste: Good.
Half Dipped Almond: Good.
Jelly Stick: Good.
Orange Peel: Good.
Almonds: Good.
Roasted Pecans: Good.
Brazils: Good.
Solid Chocolate Moulded Piece: Good.
Pecan Fudge: Good.
Vanilla Cream: Good.
Nut Paste: Good.
Vanilla Coconut Paste: Good.
Chocolate Coffee Paste: Good.
Vanilla Butter Cream: Dry and hard.
Black Walnut Nougat: Good.
Butter Crunch: Good.
Cream and Chestnut Paste: Good.
Chocolate Caramel: Good.
Pistachio Nougat: Good.
Vanilla Caramel: Good.
Pistachio Truffle: Good.
Chocolate Almond Paste: Good.
Pecan Top Maple Cream: Good.
Apricot Jelly: Good.
Chocolate Caramallow: Good.
Nut Hard Candy Chip: Good.
Ginger: Good.
Cashew Nut: Good.

Assortment: Good.

Remarks: There were some white centers that were hard and dry; no flavor could be tasted. Most centers were good, a few were either old or not made right. Suggest a liner be used, a foil liner would be attractive looking. Suggest a Cellophane wrapper be used. This box is in the $1 a pound class. While this box is priced at $1.50 the pound, it is not in the class of that priced goods. Box, findings and candy need careful going over, the manufacturing and type of centers need revamping to bring this up to the $1.50 a pound class.

New Patents

1,863,207. Means for Cooling Products. Robert P. Rasmussen, Chicago, Ill. Filed Jan. 11, 1930. Serial No. 420,207. 6 Claims.



1. In an apparatus of the kind described for cooling materials, an elongated closed conduit, a conveyor spaced substantially midway between the top and bottom of the conduit and movable longitudinally through same, air inlet means at substantially the middle length of the conduit through which cooling air can be forced into the conduit below the conveyor to flow beneath same towards the ends of the conduit by passes at the ends of the conduit for directing the air above the conveyor, an air exit adjacent to the inlet through which the air can escape, and means preventing the passage of air around the edges of the conveyor except through the by-passes.

Mr. Ivan Wright Speaks at NCA Convention

Dr. Ivan Wright, who will address the National Confectioners' Association convention Thursday morning, June 22nd, is best known as an economic adviser, a lecturer on economic and financial subjects and an author. He is Professor of Economics at the University of Illinois, and is Professor of Finance in summer sessions at Columbia University.

His experience and knowledge are by no means confined to theory, for he is economic adviser to a number of corporations and financial institutions, including the Household Finance Corporation. He was formerly connected with the New York State Food Commission and assisted in the survey of national employment conditions for the President's Conference on Unemployment in 1921-22. He was economist for the Chicago Stock Exchange in 1929, has lectured at the Chicago Stock Exchange Institute and formulated the program for the development of the Chicago money market, stock exchange and call loan desk in 1925. He has also served in the research and statistics department of the Federal Reserve Bank of Chicago.

Better Quality

Candy improvement is impossible without the use of the best materials obtainable. For better quality use

Anheuser-Busch Brand Corn Syrup

ANHEUSER-BUSCH, Inc. ✦ ST. LOUIS, U. S. A.



ATLAS GENUINE FRUIT EXTRACTS

SEMI-PASTE FORM

A new form of GENUINE Fruit Extract possessing all the NATURAL qualities of the fresh-picked FRUIT.

An EXTRACT which will add a superior quality to your CONFECTIONS

H. KOHNSTAMM & CO., INC.

83-93 Park Place, NEW YORK, N. Y. 11 E. Illinois St., CHICAGO, ILL.

First Producers of Certified Colors

Some Headliners

In Other Publications

A Digest of Articles on Advertising, Distribution, Selling and Other Subjects of Interest to Confectionery Manufacturers.

What Kind of a Competitor Are You?

UNCLE SAM insists on competition. He made a law some 40 years ago that competitors must fight and he stands by to see that they do.

With this encouragement toward battle, you naturally need lots of blanks and astericks to describe your competitors.

But what kind of a competitor are you? Are you mentally honest enough and game enough to give yourself a going over or are you one of these great "I ams" who can't or don't dare face your own record? Suppose you fill in the questionnaire below and see how you rate.

Check Your Own Qualifications.

It may make some money for you and your stockholders—and nobody but you will see the answer.

Now, count up your answers. If you are perfect, the answers are all "yes." If 50 per cent or better are "yes," you'll get by.

If less than 50 per cent of your answers are "yes," your competitors probably consider you a rotten competitor and they are 100 per cent correct.

In that case you are a heavy contributor to the present unfortunate condition of your industry, even though you blame the administration, the weather, or your competitors. You probably believe that one selfish factor in an industry can do a normal business while the rest of the industry is in the dumps.

If you remain in that class you have a fair chance of achieving glory by dragging others down with you. On the other hand, your competitors may be able to cure you by buying you out. The law of the land is with you most of the way, but the law of human decency and horse sense hangs you to the nearest tree.

Profiting by Association.

However, let's assume that you are willing to change your attitude and improve your business by using your brains. Almost inevitabily you'll find some of your competitors eager to do likewise.

If your industry has an association, it will take on new life with your conversion. . . .

Hundreds of fields of business as well as the public are profiting by co-operation among competitors. . . .

Many industries have kept out of the red simply because of their co-operative set-up. . . .

How Do You Stack Up?

1. Do you know your competitors?
2. Have you ever tried to know them?
3. Have you a trade association in your industry?
4. Have *you* ever tried to organize one?
5. If you have one do *you* support it wholeheartedly?
6. Do you know your costs?
7. Do you know what proportion of the total sales volume of your industry you are getting?
8. Do you know what the normal volume of your industry is in relation to its possible production?
9. Are the majority of your competitors pretty good fellows?
10. Do you believe in standardization of your industry's product for higher quality?
11. Do you know what prices your competitors are quoting for their goods?
12. Will you furnish accurate information about volume, orders, stocks on hand, production, etc., to an honest central bureau which will publish the figures only in the form of industry compilations, without revealing your figures?
13. Do you let your competitors undersell you now and then?
14. Would you prefer to sell smaller volume at a profit or large volume at cost or less?
15. Do you decline to sell below your costs?
16. Do you check your reports from salesmen and purchasing agents as to competitors' prices, before meeting those prices?
17. If a competitor phoned you regarding a price you had quoted, would you give him an honest answer?
18. Do you refuse to give secret rebates?
19. Do your competitors consider you a regular fellow?
20. Do you refuse to let your salesmen and field men make your prices?
21. Do you believe it possible for competitors to co-operate without doing unlawful things?
22. Do you know of industries that have constructive competition without price agreements?
23. Would you insist on individual freedom of action regardless of the other fellow's policy?
24. Do you concede that other industries have problems as complex as those of your industry?
25. Are the collective brain and common sense of your industry equal to those of most industries?
26. Are you reasonably honest with yourself?

So, you embattled seekers for almost any legitimate means to better business, give your own qualities as a competitor a thorough and impartial inspection according to the chart. Don't cheat—you're playing solitaire. Prepare to meet your competitors as men with problems common to all of you—not as congenital enemies. See if you can't get them to lay aside the tomahawk and smoke the pipe of peace.

How about it? Will you help in this campaign? Have you the nerve to shoot the works for better business? Others have done it—it's your move.—*L. J. Dougherty, Pres., Guaranty Life Insurance Co., in Nation's Business, April.*

Depression's Shock Troops

THE real battle of a depression comes when there are definite indications that the depression is over. It is then that foresighted business firms which have maintained the ranks of their shock troops, advertising and sales, at reasonably full fighting strength, are able to meet their competitors on the battle field of keen competition with the advantage of aggressive sales plans and a buying public consistently informed through the lean period.

The buying public soon forgets. Failure to advertise during dull periods invites commercial oblivion, or at least checks business momentum, which must be regained during the period of recovery.

To regain a position with the business leaders, those lacking aggressiveness in salesmanship and advertising during the depression must undertake heavier sales and advertising expenditures.

Concerns which retained their courage and faith in America's future, and

LEXIN

Cuts Down Your Warm Weather Losses !



and here's how

Get these quick, important facts: LEXIN causes more uniform and intimate mixing of ingredients in chocolate covered goods. LEXIN blends fractions of cocoa butter more homogeneously. LEXIN produces a chocolate of desired fluidity, with less fat. LEXIN permits chocolates to be handled at lower temperatures. Other advantages too that can't be mentioned in limited space.

You cannot get any absolute guarantee against greying, but you CAN discover that the use of LEXIN in chocolates that are properly handled will prolong shelf life and cut down returns. Investigate now! FREE SAMPLE on request.

U. S. Patents Nos. 1575529, 1660541, 1781672

LEXIN

AMERICAN LECITHIN CORPORATION
NEW YORK CITY - ATLANTA, GA.





IF you could see the extreme care with which Hooton's Chocolate Coatings are made . . . if you could witness the testing and retesting of raw materials before use, you would begin to understand their distinction, their outstanding quality. Every step is taken with one object in mind—to make these chocolate coatings profitable, business-building coatings for confectioners to use. Write for samples. After comparing them, after subjecting them to every test you know, we'll leave the decision to you.

HOOTON
CHOCOLATE CO.
NEWARK, NEW JERSEY.
525 WEST ROOSEVELT ROAD, CHICAGO

backed that faith by maintaining their depression shock troops at fighting strength are off to a running start in this era of new business.—*Wm. K. Embelton, Adv. Mgr. Pneumatic Scale Corp., Ltd., Norfolk Downs, Quincy, Massachusetts, in Nation's Business.*

Value Is Governed by Quality—Not Price

ISN'T it true—one remembers the quality long after the price is forgotten?

Few, indeed, are those who have not had the truth of this statement forcibly thrust upon them. Few there are who, in their desire for economy, have not brushed aside their own good judgment and succumbed to the lure of a price tag. But invariably the day of reckoning has been close at hand.

Shoddy merchandise of any description will not, and cannot, give a reasonable amount of service and satisfaction. In the end it becomes downright extravagance. It has been proved more emphatically in recent years than in any previous time in our history that there is only one sure road to economy, and that is via Quality. Before you buy anything—it's a good thing to recall that "One always remembers the Quality long after the price is forgotten." — *Chicago Daily News, May* 4.

Worth Considering

PROMOTION AND BRAINS, says J. Walter Thompson, can do anything, and cites the following products successfully promoted, *entirely since* 1929:

A three-year-old antiseptic with a highly technical, difficult name.

A new blanket, whose factory was the only one in the country running full time last year because it pioneered in new, attractive designs.

One sterling silver pattern broke all records in 1930, except one, of the hundred years its maker has been in business. It was original, and it was advertised.

Pastel-shaded inks by a non-standardized maker start a new correspondence vogue, prove highly profitable to stationery departments.—*Retail Ledger, April.*

Changes Ahead—Commercial Loans Renewed

MORE than ten billions of short-term commercial loans are held by banks over the heads of retailers, wholesalers and manufacturers, and heretofore their curtailment has been demanded by panic-stricken bankers in their effort to achieve liquidity. At the cost of untold injury to business the President has just saved the lives and assets of the banks. He is insisting, in turn, that the banks now save the lives and assets of commercial borrowers by carrying present loans until business activity is restored. Most good commercial bankers now agree, and are revising their point of view and their policies accordingly. The President does not intend that recalcitrants shall be permitted to continue demanding of their borrowers what their depositors were prevented from demanding of them—enforced liquidation. When business is relieved of that fear, and can put its collective mind and pent-up energy to work on constructive effort, the renewed activity of itself will enhance the security behind the loans.—*John Guernsey, in Retail Ledger, April.*

How to Put Quality Into Selling

QUALITY SELLING, through your product makes a man your friend and your company's friend; makes him a good will booster for your product creates a feeling of lasting satisfaction; and makes a future as well as a present customer.

The necessary thing, however, is not the definition of quality selling but rather how to do it, once its importance is realized.

First, a salesman must be orderly; he must know himself and his plan of work. Many thousands of dollars have been spent in the past on time-study of workers in factories and offices but it has only been recently that much thought has been given to time-study as applied to sales work. The salesman himself must know how many calls he makes a day, how much time he uses profitably, how much time he wastes and in short, the dollar value of his working time to him. Any man who knows the value of the work he does is prouder of his work and a better salesman for that reason.

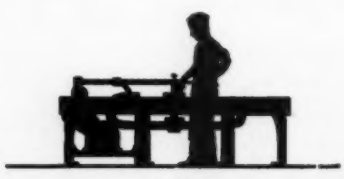
A second important point is self-evident: knowledge of one's line from the customer's point of view; knowledge of what you have to sell in terms of what it will do for your customer rather than merely what it is.

Perhaps the most important item in quality selling has to do with picking the people on whom you call. One of the most successful quality salesmen I have ever known follows this formula. He asks himself the question, "What kind of a customer will this man make?" —not "What kind of a prospect is he?"

Know definitely what you are going to say. All successful salesmen have formed the habit of knowing in advance what they are going to say to the man on whom they call. In fact, if the salesman has picked his future customer carefully and has considerable information about him, he will know almost without effort what he should say to interest him.

Low-pressure selling methods in connection with presenting a sales story also form an important part of quality selling. Men buy and are satisfied with only what they can profit by, use and want.

See old customers regularly; they may not buy now but they will think of you and the advantages of your product when they are ready to buy.—*Fred L. Fisher, in the Red Barrel.*



Recent Articles on Candy In Publications Outside The Industry

HOW IMPERIAL INDUCES KEY DEALERS to Feature Its Line of Candies—A "Mutual Merchandising Agreement" has enabled Imperial Candy Company to win many good outlets on an exclusive or semi-exclusive basis, and, where the plan has been intelligently exploited, has enabled many dealers to double or more than double their sales in the candy department.—M. E. Bridston, Sales Management, March 15, 1933.

ROCKWOOD & CO. IMPROVES PRODUCT BY LOWERING COST—E. S. Stateler, Food Industries, February, 1933.

GADGETS GAIN DIGNITY OF COMPANY NAME—Charms Candy ornaments lead to the organization of new company.—L. P. Fisher, Advertising & Selling, February, 1933.

COCOA MOTH IN ITS CHEMICAL ASPECTS—L. E. Campbell, Soc. Chem. Ind. J., December 23, 1932; Discussion, Soc. Chem. Ind. J., 51:1059-60, December 23, 1932; Chemical Age, December 10, 1932.

CANDY FESTIVAL—St. Nicholas, February, 1933.

CREDIT BUSINESS OF SUPPLY HOUSES ANALYZED—Credit & Financial Management, April, 1933.

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CHICAGO—Handler & Merckens, Inc., 180 W. Washington St.



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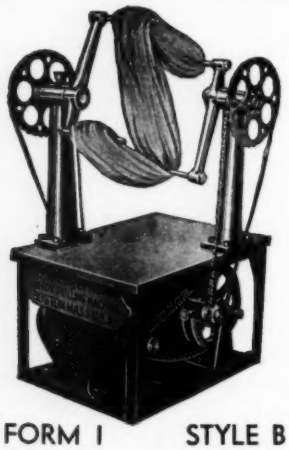
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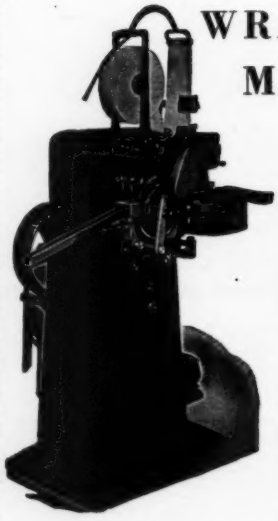
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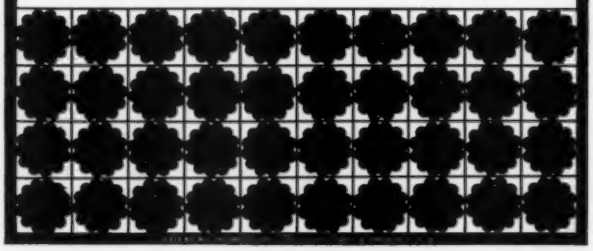
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FOR SALE—LEHMAN TYPE 10-pot Hydraulic Cocoa Press with pump and motor; perfect condition. 2 Lehman 3-roll watercooler Refiners, 16x40; 1 Lehman 30 in. triple Mill. Sacrifice to immediate buyer. Address E-5331, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

SIX STEEL SLABS, $18 TO $68.50, Sucker Machine, Brass Rolls, any kind, $50 set. Marshmallow Beater, Blower Furnace. Very cheap. C. H. Zackrisson, 814 Walnut St., Toledo, Ohio.

FOR SALE — 50-GAL. COPPER Steam Jacket Kettle; 4 40-gal. Tilting; 1 Ermold Label machine; 1 tubular copper heat Exchanger or Cooler, 12 ft. x 10 in. diam.; 1 Kiefer Rotary Visco Filling machine, piston type, 3 to 32 oz. capacity. C. E. Kafka, 1000 Crosby St., Chicago, Ill.

WE ARE OFFERING MACHINery and equipment of the Valumet Chocolate Co., consisting of: 3 J. S. Pitzholdt Mixing machines, 1 7½ h. p. A. C. Motor 3 ph. 60 cycle 220 volt 1750 r.p.m. Automatic Start. 1 Joseph Baker 3 roll Steel Finisher, 1 Triumph 10 h. p. A. C. Motor 3 ph. 60 cycle 220 volt 850 r.p.m. with Automatic Starter. 1 Rockwell 2000-lb. Mixer, 1 5 h. p. A. C. Motor 3 ph. 60 cycle 220 volt 1140 r.p.m., Automatic Starter. 1 Joseph Baker 5 roll Steel Finisher, 1 Triumph Elec. 25 h. p. Motor 3 ph. 60 cycle 220 volt 860 r.p.m. and Automatic Starter. 1 Racine ½ ton Mixing Kettle direct connected to and operated by 2 h. p. A. C. Motor 3 ph. 60 cycle 220 volt 1720 r.p.m., Square D Switch. 1 Jabez Burns Shaker complete with galvanized piping and silo. Universal Confectionery Machinery Co., 73 Washington Ave., Brooklyn, N. Y.

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FOR SALE—COMPLETE OUTFIT of peanut butter and wet mustard machinery. One 16-in. Springfield Enrober, 1 Racine Depositor. Apply Wm. McMurray & Co., St. Paul, Minn.

GUARANTEED REBUILT EQUIPment—Batch Roller, 7' York, for gas; Chocolate Melters, 600 lb. Racine; 300 lb. National; 200 lb. Racine; Cream Beaters, Racine Snow Plow, 4, 5 and 7' Ball, 5' Dayton; Cream Breaker and Remelter, 35 gal. Werner; Cutters, Caramel and Nougat, Mills and Savage; Crystal Cooker and Cooler, 3 bbl. Werner; Depositors, Racine and Springfield; Enrobers, 16" Standard, belt and motor drive; Furnaces for atmospheric and forced draft gas; Furnaces, No. 6 Mills for coal or coke; Marshmallow Beaters, Springfield and Savage; Mixers, 35 gal. double action Savage Tilting; Peanut Fryers, 300 lb. Savage; Peanut Roasters, 1, 2 and 5 bag capacity; Revolving Pans, 38" copper, belt drive; Starch Bucks, National wood and steel; Steel Mogul complete; Sucker Machine, Racine Automatic late clutch type; Sugar Pulverizers, No. 0, 1 and 2 Schutz-O'Neil; Vacuum Cookers, Simplex gas and steam; Wrapping Machines, Ideal Caramel 1" and ¼". Available for immediate shipment. Also many other machines. Write or wire for lowest prices. SAVAGE BROS. CO., 2636 Gladys Ave., Chicago, Ill.

FOR SALE—ENROBER, CHOCOLATE melting kettles, Racine depositors, Savage M. M. beater, Werner crystal cooked, Mills reversible caramel sizer, Smith scales, starch boards and other equipment. Nevin Candy Co., Box 5126 Terminal Station, Denver, Colo.

FOR SALE CHEAP IN SMALL QUANtities or carload lot 10,000 good used starch trays formerly used at the Greenfield's plant, also pan boards and carrying trays. Union Confectionery Machinery Company. 318 Lafayette street, New York City, N. Y.

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FOR SALE—PIECE MEAL—AT SURprisingly low prices and with liberal payment terms, in keeping with present conditions—all machinery and equipment formerly operated by E. Greenfield's Sons and Repetti's, former divisions of Candy Brands, Inc., at 95-107 Lorimer Street, Brooklyn, N. Y.

We are quoting special low prices for immediate sales, directly from the floors of the above plant, since the machinery must be immediately removed.

You can arrange to inspect this equipment since our representative is always on the premises.

This is the chance of a lifetime to secure excellent equipment at very cheap prices.

See pages 10 and 11 for partial list of equipment at this plant.

Write or wire collect for prices and details to Union Confectionery Machinery Co., Inc., 318 Lafayette St., New York City. Cable address "Confecmach."

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1 Snyder Hand Roll Machine with 100 trays.
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MACHINERY WANTED

WANTED — MACHINE TO MAKE lozenges. Send details and price to B-2331, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

MACHINERY WANTED—YORK batch roller, 6-ft. length preferred. Address E. A. Borg, 631 North Main St., Pueblo, Colo.

ONE TWO BAG PEANUT ROASTER. Burns or Lambert together with a cooler. One peanut blancher and one cleaning belt. Address A-1332, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Ill.

WANTED TO BUY—3 SPEED READ beater. Will pay cash. Armstrong Candy Mfg. Co., Martel, Tenn.

WANTED—A USED KISS MACHINE (hand power) for experimental purposes. Wanted a used Cut Rock Machine (hand power or motor driven). Address: Green's Candy Shop, 705 Hannibal street, Fulton, New York.

POSITIONS WANTED

AGGRESSIVE SUBSTANTIAL man with eight years' experience, wants lines for Chicago and Mid-West markets. Extensive friendship with confectionery, drug, grocery, tobacco jobbers, also chain stores and large retail buyers. Will operate either as broker or exclusive representative provided line is sufficiently extensive. Address E-5333, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

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ALL AROUND CANDY MAKER desires position at once, wholesale or retail. Address E-5332, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

I AM LOOKING FOR WORK MANUfacturing candy or operating enrobers; 20 years' experience making a general line of candy. Capable of taking charge of a department or small factory. An American and married. Address C3338, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

POSITION WANTED IN MIDDLE West by thoroughly experienced candy maker with 33 years of practical experience, making all kinds of chocolate centers, marshmallows, gum work, nougat, fudge, jellies, taffy, etc. I am the originator of many items now on the market. Also having had charge of the above departments in some of the largest factories in New York and Middle West. I am thoroughly acquainted with machinery and handling of help and can increase production in any department. Will furnish 20 years of references as to ability and habits, etc. Address D-4446, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

THOROUGHLY EXPERIENCED CANdy maker and foreman, 17 years' experience making general line of creams, nougats, caramels, fudge, marshmallows, hard candies, bar goods, etc. Familiar with latest methods and machinery. Good originator and producer. A-1 references. Good anywhere. Address: C-3335, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

FOOD TECHNOLOGIST—SCIENtific, mechanical, practical and business abilities. Laboratory facilities. Qualified, through training and experience, to effect considerable SAVING in purchasing and manufacture. Short-term engagement acceptable. Salary secondary. Address: C-3341, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

POSITION WANTED

POSITION WANTED — FOREMAN. Pan experience, chocolate, etc. Address B-2336, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

WANTED — POSITION — HAVE had 25 years' experience in the candy business in all phases and am familiar with all the latest equipment. My last experience was in hand rolls, jellies, gums, cream mixes and marshmallow work. Am 40 years old, married, and have family. I can furnish excellent references. Address C-3339, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

SALES AND FOOD ENGINEERING service. Development of new products. Plant inspection—location of troubles. Chemical engineering surveys. Consulting services to plants which have not found until now the necessity of laboratory services. Address Y-6602 c/o The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

ALL AROUND CANDY MAKER DEsires position. A-1 hard candy man, cream work of all kinds, caramels, fudge nougat, etc. Also some experience on pan work. Familiar with modern equipment as well as small factory methods. Prefer position as working foreman or assistant superintendent. 20 years' experience, 8 years with present employer; 36 years of age. Address B-2334, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

SITUATION WANTED — PRACTIcal candy maker, thoroughly experienced on general line of fine retail candies, including chocolates of all kinds, bon bons, French creams, nougats, fudges, jellies, caramels, taffies, butter brittle, nut brittles, cream wafers, hard goods, holiday goods, Easter goods, salted nuts, counter goods of all descriptions. Can also handle number 2 lines. Thoroughly understand ice creams and frozen desserts and fountain syrups, etc. American, married, sober. Available at once to reliable firm. Address C3337, % Manuf. Conf. Pub. Co., 1140 Merchandise Mart, Chicago.

POSITION WANTED

CANDY MAKER, WORKING FOREman—All cream, hand roll, cast center, gum, marshmallow. Enrobe operator, chocolate man. References. Address B-2335, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

EXPERIENCED PRATICAL CANDY maker with 25 years experience in the wholesale candy business wants position either as superintendent or sales demonstrator, calling on manufacturing confectioners. Have thorough knowledge of manufacturing all kinds of confectioner and have formulas for a complete line of 5 and 10c bar goods. Services available at once. Address A-1337, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Ill.

SUPERINTENDENT — PRACTICAL all around candy maker, 20 years as superintendent. Quality goods at lowest cost of production. At present employed, but desire a change. Will go anywhere, but prefer midwest or Pacific Coast. Salary moderate. Address A-1336, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Ill.

SITUATION WANTED — I HAVE over 25 years experience as superintendent. Twenty years with one of the largest manufacturers in the United States. Three years with another large company in the east. Making all kinds of cream work, marshmallows, fudges, nougats, jellies, caramels, gum work and jujubes, hard candies, chocolates and pan work. Can originate new pieces, handle quality and quantity production, also help. Have knowledge of all types of machinery, including starch driers. Best references. Address A-1334, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Ill.

WORKING FOREMAN LIKES WORK in medium sized plant. Wide experience, small requirements, fine reference. Address A-1333, % The Manufacturing Confectioner Publishing Company, 1140 Merchandise Mart, Chicago, Ill.

FORELADY
SITUATION WANTED—BY AN ALL around candy woman with many years' experience with a large manufacturer. Had full charge of dipping and packing chocolates. I am capable of working out new ideas in both dipping and packing. Will accept position anywhere. Address A-6613, % The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

POSITION WANTED

EXPERT ADVICE GIVEN AND valuable money-saving formulae for sale by expert candy teacher with A1 credentials. Address W-6586, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

WANTED—POSITION AS WORKing foreman, assistant superintendent or superintendent. I am a practical factory man having filled the above positions for the past eighteeen years in several large plants. My references are of the best. Age 34 years. American and married. At present employed. Address Y-6601, c/o The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

POSITION WANTED—SUPERINTENdent any sized plant; take charge of manufacturing, handle help, figure costs. Can originate new goods. Give you quality and quantity production by modern methods. Address: U-6572, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

HELP WANTED

MEDIUM-SIZED MID-WESTERN plant desires services of candy maker, well versed in the production of bars and penny numbers. Must be able at least to appreciate manufacturing costs in producing such numbers. Give references and salary expected in first letter. Address B-2333, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

GOOD LINE OF PENNY GOODS, bar goods or specialties wanted for metropolitan New York. Ten years of experience with jobbers and thorough knowledge of territory. Highest references if desired. S. A. Berenson, 1662 Cropsey Ave., Brooklyn, N. Y.

HELP WANTED: MALE—WANTed—Graduate Chemical Engineer by Candy Laboratory. Should have had several years' experience in confectionery production with a knowledge of all types of machinery and processes. Applicants name school, state age, give such additional pertinent and personal information as may be considered qualifying factors. All applications will be treated in strict confidence; the form of presentation will be influential, and in consideration of the labor in preparation will be returned to the applicant if requested. Address D-4444, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

SALESMEN WANTED

EXPERIENCED SALESMAN with car to sell colors and extracts to the ice cream manufacturers and bakers in New England. Address D-4442, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

SALESMAN WANTED BY A LARGE general line candy and specialty house for middle west territory. Address E-6640, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

MISCELLANEOUS

CANDY FACTORY FOR RENT IN Upper Michigan town of 5,000. Building and machinery for $50 per month. $500 cash will handle. An excellent opportunity. Good reasons for selling. For particulars, write G-E Candy Co., Box 734, Houghton, Mich.

MINT PLANT FOR SALE—A GOing concern doing a good volume of business. Inasmuch as the manufacturing of mints is a sideline with us we wish to devote our entire resources to our main line of manufacturing. Machinery purchased new and is up-to-date. Present plant capacity 100,000 packages a day—8-hour shift. Address D-4445, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

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